BROADCASTING
and
Broadcast Advertising

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Advertising Groups Assail Tax Measure

Media, Agency and Sponsor Views Related

DECLARING that the House-approved tax on radio time sales and billboard space, included in the Revenue Act now being considered by the Senate Finance Committee, would "kill the goose that laid the golden egg", agency, media and advertiser groups last Thursday took the first step in their all-out fight against the discriminatory levies at Senate committee hearings.

Without exception, all four witnesses appearing Thursday not only castigated the proposed taxes as discriminatory against radio and billboard operators, but also opposed the general idea of taxing advertising, recognizing the proposal as an entering wedge to the whole field.

Others to Appear

The battle was scheduled to continue Monday, Aug. 18, as witnesses for the NAB, NIB, AFRA and the Chicago Federation of Labor were to take the stand to testify directly on the far-reaching effects of the proposed 5-15% tax on radio net time sales of $100,000 annually and over. It was thought the NAB presentation would be directed along lines demonstrating that the tax, expected to add a 5 to 10 million dollar Federal tax burden for the broadcasting industry, not only would increase operating costs but also result in diminished revenue and drive many "reasonably profitable" stations to the wall.

Ellsworth C. Alvord, Washington tax attorney retained by the NAB, was to handle the NAB presentation. It was expected he would be flanked by several association officers and broadcasting executives, possibly including Don S. Elias, WWNC, Asheville, N. C., a member of the NAB board; Leo J. Fitzpatrick, WJR, Detroit; John Shepard 3d, Yankee Network president; William S. Paley, CBS president; Niles Trammell, NBC president; Frank K. White, CBS treasurer; Mark Woods, NBC vice-president and treasurer; and Neville Miller, NAB president.

Other industry witnesses scheduled for a Monday appearance include H. A. Lafount, president of NIB; Mrs. Emily Holt, executive secretary of AFRA; and Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WCFL, Chicago.

Speaking for the viewpoint of the 300 advertiser members of the Assn. of National Advertisers, G. S. McMillan, ANA secretary, declared to the committee last Thursday that although ANA has no particular interest in any one medium, it is vitally concerned "with the preservation of the American advertising system and in the maintenance of free and open competition between media". He termed the proposed radio and billboard levies "unsound, unfair and discriminatory" and urged their elimination from the Revenue Act.

"We have seen no argument whatever in favor of the tax on outdoor advertising," Mr. McMillan commented. "We have seen no argument in favor of the tax on radio advertising except one which proposed such a tax principally as a punitive matter designed to correct alleged unfair competition—from the Allied Printing Trades union. If there has been unfair competition—which we do not admit—there are adequate laws dealing with that subject and existing Government agencies whom Congress has designated to administer them.

Not an Amusement Tax

"We do not believe a revenue measure should be used to confer police power. Further, we believe it is significant that there has been, to our knowledge, no proposal of such taxes on outdoor and radio advertising by publishers of magazines or newspapers nor any testimony favoring the taxes from them.

"It has been argued that the proposed tax on radio advertising is an amusement tax. This hardly seems plausible. Amusement taxes in the United States are imposed upon and paid by those enjoying the amusement. Taxes on admissions to theatres, athletic games and the like are paid by those who purchase tickets, not by the motion picture companies or the promoters of the amusement. Such is not the case with the proposed tax on radio advertising. Again, the tax would be imposed on radio time sales. That means on sponsored programs only, in other words on advertising. No tax is proposed on sustaining programs, on the broadcasting of special events, speeches etc., which are just as surely entertainment as is sponsored material.

"No tax is proposed on magazines—and magazines are designed as and purchased for entertainment. No tax is proposed on newspapers—and yet sponsored news broadcasts are to be taxed.

"In view of this, we cannot view the proposed levies on outdoor and radio in any other light than as a direct tax on advertising. Further, as practical businessmen, we know that tax will be passed on to the manufacturers, the buyer of advertising.

"We believe it is unwise and unsound to tax advertising. We in this country are engaged in mass production. In order to have mass production, we must have mass distribution, and in order to have mass distribution, we must have advertising. It is a vital part of selling and by far the most economical way to move the goods made by the men in our factories.

Not a Product

"Advertising is not a finished product. It is a business process—just as important and essential a business process as is engineering or production. It is a function, not a product. Taxing one function of business, isolating that function and imposing a tax upon it, is to our mind unsound."

Answering comments by Senators Barkley (D-Ky.) and Connally (D-Tex.) emphasizing the large "take" of advertisers, agencies and media from advertising efforts, Mr. McMillan stated that

Minimum Effect on Radio Seen Result of Defense Priorities

Groups Using Largest Share of Network Time Expected to Increase Their Advertising

THE NATIONAL defense program, increasing consumer income and at the same time curtailing the amount of raw materials available for the manufacture of many non-defense products, is expected to bring about many changes in the advertising picture this fall and winter.

The *New York Times* on Aug. 7 pointed out that of the 100 largest advertisers in newspapers, radio, magazines and farm journals "24 are in industries which are encountering production problems due to priorities and shortages of materials", including "automotive, gasoline, rubber and electrical equipment companies who will be forced to curtail advertising . . . The large majority of the remaining 76 companies comprises cigarette, food, liquor and drug houses, which face no serious production problem.

Staple Lines Escape

"The 24 companies mentioned," the *Times* continued, "will not eliminate their advertising entirely, of course. But whether the reductions they make will be entirely offset by increased budgets for the remaining 76 is a question."

Similarly, *Business Week* for Aug. 9 stated: "In durable consumer goods, the war economy will bring about advertising curtailments roughly in proportion to production decreases necessitated by the saving of materials for national defense. In staple lines, such as foods and drugs, unaffected by war shortages, rising consumer income will pep up advertising."

For radio this is good news. Reference to industrial breakdown of network advertising during 1940 shows that of a total of approximately $95,000,000, exclusive of political advertising, drugs, foods and tobacco accounted for nearly $67,000,000, while automotive, petroleum and house furniture and furnishings contributed less than $9,000,000 to the total.

In other words, the largest network advertisers are those who may be expected to increase their advertising expenditures, while those advertisers who will probably curtail their advertising are, by and large, not very extensive users of radio.

Furthermore, even in this latter class, radio appears to be facing only moderate losses. Chrysler

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advertising's share of the national income actually has decreased substantially in the last 15 years—3.75% of the national income in 1926, against only 2.31% of the 1940 national income.

"A tax on advertising would not only seriously cripple one of the most vital tools of business, but it would also cripple the media concerned, all of which are substantial taxpayers and employers of labor," Mr. McMillan emphasized. "Incidentally, we see no way in which the proposed taxes could possibly benefit labor. The effect would be quite to the contrary."

Benson's Argument

John Benson, AAAA president, deplored the imposition of any tax burden on advertising per se, but stressed the willingness of everyone concerned to bear their just responsibility on a fair and equitable basis.

He declared that a tax on advertising, with the radio and billboard levies as the opening wedge, eventually would slow down civilian production; reduce business volume and net profit, making for a precarious business existence in many cases; reduce the margin between the cost of manufacture and the selling price of an article, with consequent effects on such considerations as wage increases or improvements to product; advance the spiral of rising prices, with its trend toward inflation. He declared that placing a tax on advertising would be like "eating the seed corn instead of planting it".

Opposed by Murphy

Expressing a similar thesis, Charles E. Murphy, general counsel of AFA, declared in a prepared statement:

"We consider any tax on advertising, regardless of the media affected, as harmful to the economy of our nation and detrimental to our well-established system of distributing consumer goods. The power of advertising as the selling force of industry and as the stimulator and stabilizer of commodity distribution must be protected. This is necessary in supporting the base for emergency taxes, for any impairment in the use of advertising by taxation will in turn affect distribution, and the revenues derived therefrom. In our opinion, a tax on advertising will defeat its own purpose."

Speaking for the American Highway Sign Assn. and International Alliance of Billposters as well as his own organization, J. V. Stewart, secretary-treasurer of the Outdoor Advertising Assn. of America, declared the billboard levy actually would net the Federal Government nothing, due to high administrative costs necessary to make the tax collectable. He estimated the tax would yield $1,191,000, although it would cost the Government a greater sum than that to collect it.

Pointing out that both the billboard and radio taxes had been inserted in the revenue bill "in the last hour of the last day", Mr. Stewart listed seven points of opposition to the levy, covering such considerations as taxing the machinery producing the profits rather than the profits themselves, discrimination between media as well as within media, the possible confiscation of all net income or profits of many operators, the reduction in collectable income tax, the crippling of outdoor advertising facilities to aid in the national defense program and the failure of the plan to produce sufficient tax revenue to justify its adoption.

Vandenberg Opposed

In the midst of Mr. Stewart's testimony, during a discussion of the discriminatory characteristics of the proposed advertising levy, Senator Vandenberg (R-Mich.), himself a former newspaper publisher, exclaimed the tax was "obviously unfair, discriminatory and indefensible" and he was "ready to take it out of the bill today".

"We believe that advertising plants, whether radio, newspaper or magazines, buildings and equipment, or outdoor advertising structures, are legitimately subject to a normal personal property tax by the States, and the members of this association already pay such taxes, as well as income tax and all other taxes which are uniformly levied upon this and other businesses," Mr. Stewart declared. "But a tax levied upon the column inches appearing in a publication, the number of square feet of surface of an outdoor advertising structure, the time sales of radio stations, or the sales price of neon-tube and electric signs, is clearly a tax upon advertising itself, and is mistaken in principle."

In similar vein, William C. Warren, representing Transit Adv. Inc., Chicago Car Adv. Co., and Transportation Displays Inc., all of which operate sign systems along elevated train rights of way and similar sites, told the committee the tax undoubtedly would force all three of the companies out of business.

The Revenue Act, as passed Aug. 4 by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000 [BROADCASTING, Aug. 4, 11]. In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included.

AFL Hits Tax

VOICING strong sentiment against the proposed Federal time sales tax, the Executive Council of the American Federation of Labor, meeting in Chicago last week, adopted a resolution declaring: "While labor is firm in its belief that the U. S. Government should levy extra taxes on the people to pay for defense work, we do not believe in punitive or discriminatory taxes such as that levied on advertising in radio. Broadcast employes, men and women, when out of work, cannot fit themselves into defense work."

Oil Firms Continuing Air Campaigns Despite 'Curfew' On Eastern Seaboard

NOT ONLY Atlantic Refining Co. [BROADCASTING, Aug. 11], but all other firms engaged in the distribution of gas and oil along the Eastern Seaboard are planning to conduct their usual radio advertising campaigns this fall, despite the present "curfew" on gasoline and the proposed rationing plan. A telephone survey, conducted by the New York offices of BROADCASTING, of gas and oil advertising placed in that city failed to reveal a single case of program cancellation or curtailment because of the shortage of gasoline.

As reported last month [BROADCASTING, July 21], a number of oil companies are devoting a part of their commercials to advocating gasoline conservation and to educating motorists in ways that this may be effected. Esso Marketers, which pioneered in preaching conservation, and Socony-Vacuum Oil Co., which has been doing so for some weeks, are both continuing the practice. Richfield Oil Co. is also continuing to promote on the air its booklet, "14 Ways to Save Gasoline".

Cities Service Co. also has begun to preach conservation on its network programs and with its Aug. 1 broadcast began distributing folders on this subject to members of its studio audiences in New York, where its Friday night broadcasts originate. Other companies with national distribution, such as Gulf Oil Corp. and Texas Co., will follow their normal programs of network broadcasting, making no special changes in commercials for the East. Shell Oil Co. has no plans for radio advertising following the expiration of its present national spot campaign this month.

SMILE FLUSH recorded here was caused by the Richfield Oil Co. renewal Aug. 11 for 52 weeks, of its six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, starting the series on its tenth year. Pleased trio are Sydney Dixon, NBC-Pacific Red sales manager; G. K. Breitenstein, president of Hixson-O'Donnell Adv. Inc., Los Angeles, and Ed Barker, Red network account executive.

Procter & Gamble Not Planning Any Cut in Advertising

Biggest Sponsor Points Out Raw Material Problem

BY FAR the biggest user of radio advertising, having been billed nearly $11,000,000 by NBC and CBS alone during 1940, Procter & Gamble Co., Cincinnati, though deeply engaged in defense activities, has no present plans to curtail advertising.

Queried by BROADCASTING, the company's public relations department replied that "at the moment there is nothing taking place here which would point toward a curtailment of our advertising effort."

Attention was called, however, to the annual report for the first half of 1941 released the first week in August by President Richard R. Deupree, which showed a consolidated net profit for the fiscal year ending June 30, 1941, amounting to $27,581,522 after deducting all charges for depreciation, losses, taxes, advertising and special introductory work. This was 7.2% more than the preceding year.

Shipping and Materials

In his report Mr. Deupree remarks that "the second year of the war has developed a shortage of shipping which is affecting our supply of raw materials.

"This is not serious as yet, but we see no likelihood of improvement in the near future, and obviously the situation could be worse.

"We are helped at present by the crop outlook in our own country which is favorable. There are indications of a large cottonseed and soya bean production, as well as increased production of lard. The reason we emphasize the matter of supplies is that our experience in both England and Canada has shown us that it is in this direction, in times such as these, that we may expect difficulties.

"This country produces a sufficient quantity of edible fats to meet the requirements of its people, but in so far as its soap fats are concerned it produces only approximately three-fourths of its needs. One-fourth of our soap fats must be imported, and it is a most important fourth, because it is largely made up of coconut oil, which not only is not produced in this country, but for which there is no known substitute, particularly as it is used in our business."

The report also pointed out that the Government last fall asked P&G to erect and operate a shell loading plant at Milan, Tenn., which was built and separately incorporated for $1,000,000 as "The Procter & Gamble Defense Corp."

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn) has announced its fall and winter advertising campaign will be the largest in ten years, and will include radio spot. Agency is Buchanan-Thomas Adv. Co., Omaha.

Government Anti-Ad Front Widening

Survey Indicates That Both Congress and Federal Agencies Are Gunning For Advertising as an Institution

PASSAGE of the Revenue Bill of 1941 by the House, with its tax on billboards and radio time sales, has brought into focus a concerted, if not co-ordinated, attack on all types of advertising by several branches of the government, it is revealed in a survey of current official activity.

Though not confined to radio, the philosophy indicates action by several government agencies, denoting a definite trend striking at advertising itself. There seems to be no question but that control of advertising claims by Government is here to stay, but the present trend goes even further than that, concerning itself not so much with what is said in advertising as with the basic aims of the industry.

It is felt, however, that as long as advertising remains an integral part of the U. S. economic system, there will always be a way to boost a product, no matter how strict the control of claims might be. On the other hand, it is those steps in the direction of impeding or cutting down advertising as an institution that should cause the most concern to those industries which depend on national advertising as a means of mass distribution of their products.

Trial Balloon

Even before the present national emergency, certain government quarters had thrown up trial balloons, obviously with the purpose of testing how far they might go in an attempt to curb advertising. Some of these plans have been shelved in the rush of defense work but probably will be trotted out when the propitious moment arises. In other instances more immediate threats have grown out of the defense effort.

It is almost impossible to point a finger at any one government agency and charge it with taking unto itself the crusade to curb advertising. However, when one looks behind some actions of government agencies, it is simple to uncover the motives.

More often than not actions taken by government agencies affecting advertising adversely are often explained away in a condescending "tut tut" manner, pointedly aimed at getting the idea across that there are too many important things to be done by government to interfere with a prospering business.

However, a hard-boiled analysis of these actions, taken collectively, brings home the conclusion that a trend is taking shape. Nub of this trend is the frequently discussed question among that group roughly referred to as the New Dealers: is advertising worth what it costs the consumer; is the old idea that advertising permits mass distribution which in turn permits cuts in the cost of production, still valid?

The Picture

This line of reasoning, of course, ties in with many government officials' belief that government could undertake to cut the cost to the consumer. Also there is the view that proper labeling by government mandate would eliminate the need for expensive advertising campaigns to attract the public to certain brands. This, of course, is nothing more than a carrying-out to the Nth degree of government in business, supposedly to aid the public.

This a basic tenet of many New Dealers, which, while soft-pedalled during these days of cooperation between business and government, has not been tossed into the discard.

To get the picture of what steps have been taken and their relation to the general picture, take a look at various agencies' moves which affect advertising—the potentialities of these moves is enlightening!

TREASURY DEPARTMENT: Although the tax on billboards and radio advertising was not recommended by Treasury experts, who appeared at open hearings before the House Ways & Means Committee, and although the two taxes were slipped into the bill by the Committee at the last minute without previous hearings, it must be assumed that Treasury representatives who sat with the Committee during the final drafting of the bill did not protest too strenuously against the taxes. Had they protested, it must be assumed that the bill would not have contained the two levies because the Committee leaned heavily on the Treasury for advice in regard to excise taxation.

Thus, even if the immediate threat of taxation on these two forms of advertising is withdrawn, the fact remains that the taxes were proposed by a responsible House committee and approved by the House—a fact which should be significant in indicating thinking which bodes no good for advertising.

Proposed Excise on Cosmetics

Before the House committee proposed these two taxes, the Treasury indicated how it stood on advertising by its position on a highly-technical and little-known manufacturers' excise tax on cosmetics. Prior to 1939 this tax was computed on a base that included advertising and selling, as well as other costs. In 1939, Congress eliminated advertising and selling costs from the basis. Throughout the tax hearings this year, Assistant Secretary of the Treasury Sullivan insisted that advertising and selling costs must be restored as the basis on which this tax is to be computed, despite the fact that this worked to the competitive advantage of the non-advertised brand.

Regardless of what happens to the radio and billboard tax, sooner or later the Treasury is going to make a grab at taxing advertising, perhaps by the roundabout method of limiting the amount of advertising expenditures that can be written off as business expense for tax return purposes.

Defense Activity

OPM and OPACS: Of these two new defense agencies, OPM presents the lesser danger to advertising because it is staffed largely with men drawn from business who are sympathetic to the need for advertising. OPACS, on the other hand, is staffed largely by economists, professors, and lawyers of "New Deal" stripe, and their views on advertising might be open to question. However, in any increased national emergency advertising might suffer to some extent—just as all normal business practices would suffer. The question is whether the interference with advertising is done on a purely temporary basis, or whether the defense emergency is used as a guise to put into effect some pet reform theories of those opposed to advertising as an institution. If and when magazine paper and newsprint supplies become tight, and as defense begins to take up more and more radio time, these factors may automatically serve to limit the amount of advertising during an emergency.

The activities of OPACS are a more direct threat. With its function to ration the civilian supply of critical defense materials, this agency can be expected to ask, at some time or other, "why advertise commodities when the raw material and labor going into that commodity might well be used on defense work?" In line with its price-fixing activities, this agency already has indicated that it will expect cuts in advertising and promotion costs before it will permit rises in prices of essential commodities. This will hit the food industry harder than all others—under the pending price-fixing bill, farm prices cannot be fixed by OPACS; thus, when food prices begin to rise and consumers begin to howl, OPACS will have to squeeze the processor (it can't hit the raw material or farm costs) and insist that he cut advertising costs before raising prices. In permitting the bread industry to raise prices by one cent, OPACS informed the bakers that they must make every effort to cut advertising and selling costs. Here again is found the theory that advertising is a non-essential in the cost of distribution.

Arnold's Position

JUSTICE DEPARTMENT, Anti-trust Division: Despite denials that he is "opposed to advertising" or

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TURNING THE FIRST SPADE for the new Princeton Laboratories of RCA, a three-story structure with a one-story wing on a 25-acre tract, are high officials of the company, who dedicated the building to the application of radio and electronics to national defense. First spadeful was turned by Otto S. Schairer (right), vice-president in charge of the RCA Laboratories. At left is Maj. Gen. James G. Harbord, chairman of the RCA board, and in center is David Sarnoff, RCA president. Forty company directors and executives were present for the ceremony.

Court Upholds FCC in Newspaper Inquiry

Rules Commission May Subpoena Witnesses

UPHOLDING the FCC position that it has the power to subpoena witnesses and conduct general hearings along lines of the newspaper-ownership inquiry, now set to reopen Sept. 17, Justice James W. Morris, of the U. S. District Court for the District of Columbia, in a memorandum opinion last Friday indicated he would sign an order requiring the appearance at the inquiry of James G. Stahlman, publisher of the *Nashville Banner*. Mr. Stahlman is on active duty in the Public Relations Office of the Navy as a lieutenant commander.

Despite the prompt treatment of the question by Justice Morris, who heard oral arguments earlier in the week, doubt still existed that Mr. Stahlman would in fact be on tap when the hearings reopen Sept. 17. Elisha Hanson, ANPA counsel handling the Stahlman test case, indicated Friday, upon announcement of Justice Morris' opinion, that notice of appeal to the D. C. Court of Appeals would be filed immediately after an order for appearance is signed. Justice Morris was expected to sign the order before leaving on vacation Aug. 16. It was thought possible a decision on the appeal would not come before the hearings reopened.

Advised to Refuse

The Stahlman case, regarded as a far-reaching test of the subpoena powers of an administrative agency such as the FCC, as well as the whole newspaper-ownership issue, came to court after Mr. Hanson on the opening day of the hearings, July 23, had revealed to FCC Chairman James Lawrence Fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings".

In addition to Mr. Stahlman, they included Edwin S. Friendly, business manager of the *New York Sun*; Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising [BROADCASTING, July 28].

As the proceeding was recessed until Sept. 17, Chairman Fly on Aug. 1 had instructed the FCC Law Department, after the names of the subpoenaed witnesses had been called and failed to respond, "to proceed forthwith to enforce its subpoenas" [BROADCASTING, Aug. 4]. Flanked by several other members of the Law Department, Thomas E. Harris, senior assistant general counsel, who had handled examination of witnesses for the FCC at the hearings, participated with Mr. Hanson in oral arguments before Justice Morris last Monday.

Although the District Court case named only Mr. Stahlman as respondent, it was believed the decision in the matter, when finally drawn up, would apply to other subpoenaed witnesses not appearing at the inquiry.

In oral argument FCC Counsel Harris averred that under Sections 403 and 309(a) of the Communications Act the FCC unquestionably had power to hold either individual or general hearings, along with complete authority to subpoena witnesses in proceedings such as the newspaper-ownership inquiry.

Power Disputed

He argued there was no provision requiring the FCC to enumerate in orders starting an investigation, the possible outcome of such investigation, commenting that the Commission may make recommendations to Congress, may issue rules or a statement of policy on the question of newspaper ownership of radio stations, or may simply use the information it gathers as "purely educational" material.

Mr. Hanson countered that the FCC has no authority to initiate policy or rules that would bar newspapers from holding broadcast licenses, declaring the newspaper-ownership inquiry was an illegal proceeding and therefore subpoenas issued in connection with it became nullities in the eyes of the law and could be disregarded. He charged that the FCC was using a group of licensees as "stool pigeons" to delve deeply into the business of newspaper operation, a field in which it had no statutory right of inspection.

In his memorandum, and in comments during oral argument, Justice Morris appeared to take the position that newspaper interests probably would have more to gain than to lose in the newspaper-ownership inquiry, since it apparently was entirely possible that newspapers would be shown to be an even more desirable type of licensee than is presently recognized. He followed this reasoning in addressing several questions to Mr. Hanson, who held to the ground that the proceedings were illegal.

"It is hardly to be questioned that, in the case of any particular application, especially if there are competing applications, consideration may properly be given to the advantageous situation which one applicant may have by reason of his ability to more easily and accurately gather news and broadcast the same by reason of association with news gathering agencies of the press," Justice Morris commented in his Friday memorandum.

"If that be so, and it is not questioned by the respondent here, it is difficult to understand why the Commission cannot by the instant investigation undertake to fully and accurately inform itself concerning all of the advantages and disadvantages, if any, of such joint association, and thus be equipped to more intelligently determine the question of public interest and convenience presented when such factors are present.

Adequate Facts Needed

"The Act authorizes the Commission to make recommendations for proposed legislation germane to the field which the Act gives it the power to regulate. Certainly such

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NBC-ASCAP Pact Near Completion

Only Details at Issue; NBC Says Stations Mostly Approve

COMPLETION of the ASCAP-NBC contract is expected early this week, according to Robert P. Myers, of NBC's legal staff, and Herman Finkelstein, of Schwartz & Frohlich, ASCAP general counsel, who for the last two weeks have been continuously engaged in drafting in legal language the agreement negotiated by representatives of the network and the Society and approved by the ASCAP board Aug. 1.

Late last week these attorneys told BROADCASTING they had reached an agreement on every major point, and that only minor technicalities remained to be ironed out. Asked why the act of drafting a contract whose terms had already been agreed upon by both sides should consume so much time, they explained that in drawing up this network license, which will probably become a pattern for all network licenses, they wanted to be sure that every point is covered and every possible objection overcome before they turn the form over to their principals for signing.

More Favorable Responses

Both lawyers emphasized that there was no disagreement over the contracts terms and that the delay was due entirely to legal cautiousness.

Chances of an upset in the completion of the deal between NBC and ASCAP through a rejection of the conditions by a large proportion of NBC's affiliate stations appeared slimmer last weekend than they had the week before, when one-third of the station responses were reported to have been unfavorable to the deal. Last Friday it was unofficially reported that NBC had received replies from 75 stations, of which 57 were favorable and only 18 against. Furthermore, it was said that of these 18 replies from broadcasters who did not give approval to the contract, only 11 were flat rejections while seven were borderline.

IRNA Leaders' Support

Strong support for the NBC-ASCAP deal was manifested last Friday when it was learned that Samuel R. Rosenbaum, WFIL, Philadelphia, and Paul W. Morency, WTIC, Hartford, chairman and vice-chairman respectively of Independent Radio Network Affiliates, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, were preparing a comprehensive memorandum to all affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

While the memorandum was still being formulated as BROADCASTING went to press, and was not likely to go into the mails until some time this week, it is understood to take the over-all view that the deal is a favorable one and acceptable to at least these members of the IRNA committee. The letter will emphasize, however, that no commitment has been made to bind IRNA members, that no representations of authority to bind them has been made and that stations are still free agents.

On the other hand, Ed Craney, KGIR, Butte, independent leader in the copyright fight, bitterly assailed the deal as a departure from principle [see page 66].

While there have been no official expressions on the matter, the general feeling at both NBC and ASCAP headquarters appears to be one of confidence that, once the contracts are drawn up and station managements and their attorneys have studied them in detail, they will be approved by an overwhelming majority of NBC affiliates and will be put into effect without further delay.

MBS Asks Deal

Meanwhile, Mutual advises ASCAP that if and when it concludes a contract with NBC and under the most-favored-nation clause in the MBS-ASCAP contract makes those same terms available to Mutual, then the new terms be made retroactive to May 19, date the original MBS-ASCAP contract went into effect.

Mutual's argument is that otherwise it would be penalized for having the first network to sign with ASCAP. ASCAP's answer is that its interpretation of the clause is that the original terms of the MBS contract are to hold until the effective date of any more favorable

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"WHAT'S SHE GOT THAT I HAVEN'T GOT?"

● Good equipment is certainly an *advantage,* Lucinda, but make no mistake—"it" is *principally* a matter of personality!

For instance—WHO is the only 50,000-watter in Iowa, and you might therefore judge *power* as the only reason for our dominance. But on the other hand, Iowa is ringed around by other 50,000-watters—which get a *combined total vote* of 8.9% among the nighttime stations "listened-to-most" by Iowa people. Whereas WHO gets 59.5%!*

Power, equipment, frequency — these things are nice to talk about (and we could certainly do our share of *talking* about them, too!). But they don't mean too much in Iowa—or anywhere else . . . . Iowa people listen to WHO because WHO gives them something that can't be picked up from the network, or booked at a talent agency, or granted by the F.C.C.

You figure it out for yourself—we've got some mail to answer!

* From the 1941 Iowa Radio Audience Survey—9,246 personal interviews with representative Iowa families, conducted by H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita. Your copy will be gladly sent to you on request.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

CBS Stockholders Vote Talent Sale

Approve Disposition of Stock; NBC Sale Is in Offing

MAJORITY approval of the sale by Columbia Broadcasting System of its interest in Columbia Concerts Corp., Columbia Artists Inc., and Columbia Management of California Inc., was voted by CBS stockholders at the special meeting Aug. 11, with 1,325,000 shares voting in favor of the sale. Only 1,144,184 shares or two-thirds approved were needed.

The approval permits CBS to dispose of its 61 shares of preferred stock and 9,684 shares of common stock of Columbia Concerts Corp. to other stockholders on Concerts following the provisions of the agreement. The sale provides for the payment of $61,000 on the preferred, $30,000 of which is payable on the date of execution of the contract, and $30,000 payable on or before Dec. 27, 1941.

Payment Plan

For the common, $150,000 must be paid Concerts in five installments of $20,000 each on May 15 of the years 1942 to 1946, inclusive, and the remaining $50,000 payable in installments equal to half the profits over $60,000 for the first two years and over $50,000 thereafter.

Net earnings of Concerts for the year ending June 4, 1938, were $94,320; $64,070; 1939; $37,382, in 1940, and $74,759 for 47 weeks ending April 26, 1941.

In the sale of Columbia Artists and CMCI to Music Corp. of America, the agreement provides for payment of $176,190 in $5,000 monthly installments, commencing the month after the deal is completed. MCA also is required to furnish funds to Artists to allow the subsidiary to pay to CBS the balance of its indebtedness to CBS or $100,000.

Net earnings for Artists for 1938 were $86,940; 1939, $140,906; 1940, $93,343, and for the 17 weeks ending April 26, 1941, $27,351. CMCI showed a deficit of $17,662.89 for 1938; earnings of $9,903 in 1939, and deficits of $26,409 in 1940, and $9,817 for the 17 weeks ending April 26, 1941.

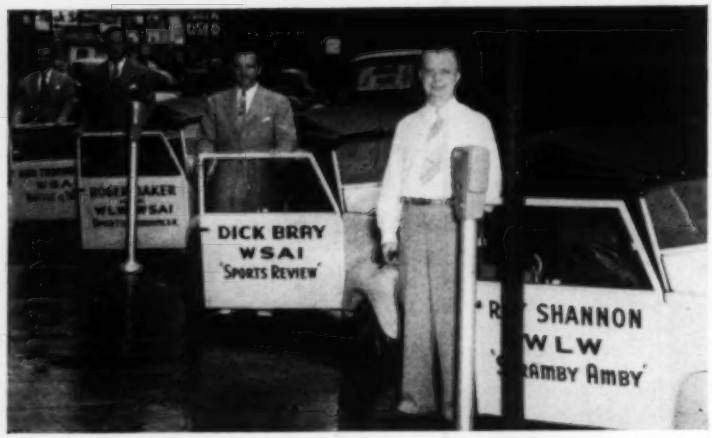
* * *

Tuthill Meets NBC Offers

Negotiations for the sale of NBC's talent management division have progressed slowly the last few weeks, during which the network's top executives have been occupied with more pressing industry problems, but it was stated last Friday that conversations with the several bidders for this service were reaching their final stages and that a deal will probably be concluded within the next week or ten days.

Daniel S. Tuthill, assistant manager of the Program and Talent Sales Division of NBC's Program Department, in charge of contracts and management, was revealed last week as a prospective purchaser who has met the competitive bids of Music Corp. of America and William Morris Agency. Former assistant manager of the Artists Bureau, Mr. Tuthill assumed his present position last December when the bureau was made a division of the NBC Program Department in a general department reorganization [BROADCASTING, Dec. 15].

While no details of the negotiations have been officially divulged, it is reliably reported that when NBC decided to sell this part of its business, Tuthill secured first refusal from the network and has since matched the offers of Morris and MCA, the latest bid reported to be approximately $150,000.



THEY CAN DO BETTER than park on a dime at WLW-WSAI, Crosley stations in Cincinnati. Here is proof that four Crosley midget cars can park in the space reserved for one five-cent parking meter. Dewey Long, manager of WSAL, used this trick as a promotion stunt, with four featured personalities each having well-labeled yellow cars donated by the stations. The whole city was upset when the frantic policeman on the beat consulted the lieutenant who went to the chief who figured the Supreme Court would have to decide if four cars can park as cheaply as one. Standing beside their cars are (front to back) Roy Shannon, Dick Bray, Roger Baker and Red Thornburg.

All-Night Listeners Revealed Typical Of Daytime Audience in New Analysis

ALL-NIGHT radio listeners constitute "a typical daytime audience", and they really combine two markets in one—regular all-night listeners and a rapidly enlarging group of defense workers—according to a survey conducted recently by WOR, New York, after the first six weeks of its new 2-5:30 a.m. *Moonlight Saving Time* conducted by Jerry Lawrence, which started June 17.

Results of the survey, drawn from personal interviews with typical listeners in Bridgeport Conn.; Dover, N. J.; Bethlehem, Pa., and New York, are revealed in a spiral-bound brochure, *A Tale of 4 Cities*, prepared by Joseph Creamer, WOR promotion director.

Survey of Workers

The survey, based on 477 personal conversations with both industrial and non-industrial workers by independent investigators for WOR in the four cities, indicated that 37% of all workers in the four cities are under 25 years of age, 18% between 26 and 30, 25% between 31 and 40, 20% over 40. Asked how their earnings today compare with a year ago, 66% indicated substantial increases in their salaries, making what WOR termed a "prosperous" market among all-night listeners.

Personal interviews also showed that 43% of the listeners to all-night programs do their listening at home after returning from their jobs, 36% on their way to and from work in their own or other workers' automobiles, 14% during rest periods while at work, 8% in restaurants. In New York it was found that 89% of all industrial and non-industrial workers interviewed are available to listen at some time between 2 and 6 a.m., with a similar situation indicated for the other three cities.

Restaurant or diner workers, night watchmen, Army men, bakers, photoengravers, taxi drivers and hotel workers followed night workmen and service station or garage attendants as typical all-night listeners, the survey indicated, with insomnia victims rated higher than night nurses and doctors on duty.

An analysis of mail response to the *Moonlight Saving Time* from June 17 to July 25 showed that the typical listeners lived in New York, although some were as far distant as Texas, Florida, Missouri and Canada, with a total of 25 states reported. A check of 840 autos used by all-night workers in the four-city area showed that 55% of the cars were radio-equipped, the brochure stated, with three to five occupants credited to each car.

A. A. SCHECHTER, NBC New York director of special events, while in Hollywood during a tour of network owned and operated stations, conferred with picture studio executives on the filming of his book, *I Live On Air*.

MAUBORGNE LOOM AS AN FCC PROSPE

WITH the vacancy on the F created by the expiration last J 30 of the term of former Comm sioner Frederick I. Thompson unfilled, the possibility looms t Maj. Gen. Joseph O. Mauborg who retires Sept. 30 as Chief S nal Officer of the Army upon co pletion of his four-year tour, m be chosen for the post. Preced for such a non-political appo ment was the selection by Presid Hoover of Maj. Gen. Charles Sa man as chairman of the old F eral Radio Commission after had also retired as chief of Army Signal Corps.

Gen. Mauborgne is one of pioneers of American radio, hav first joined the Army in 1903 a serving from 1917 to 1921 as ch of engineering and research of Signal Corps under Gen. Squier, inventor of wired wireless. Dur that time he served in Paris w the American delegation to the I ternational Radio Conference. Su sequently he was commanding f ficer of the Signal Corps Labo tory at the Bureau of Standar director of the Aircraft Ra Laboratory at Wright Field, and radio expert with the W Claims Commission. He holds patents of his own.

If not chosen for the FCC cancy, he may be asked to lend talents to the National Defe Research Committee or the Nati al Inventors Council, or may given a special communicati post with the Army. Gen. M borgne also sits as Army mem of the Defense Communicati Board of which FCC Chairm James Lawrence Fly is chairma

United Biscuit Spots

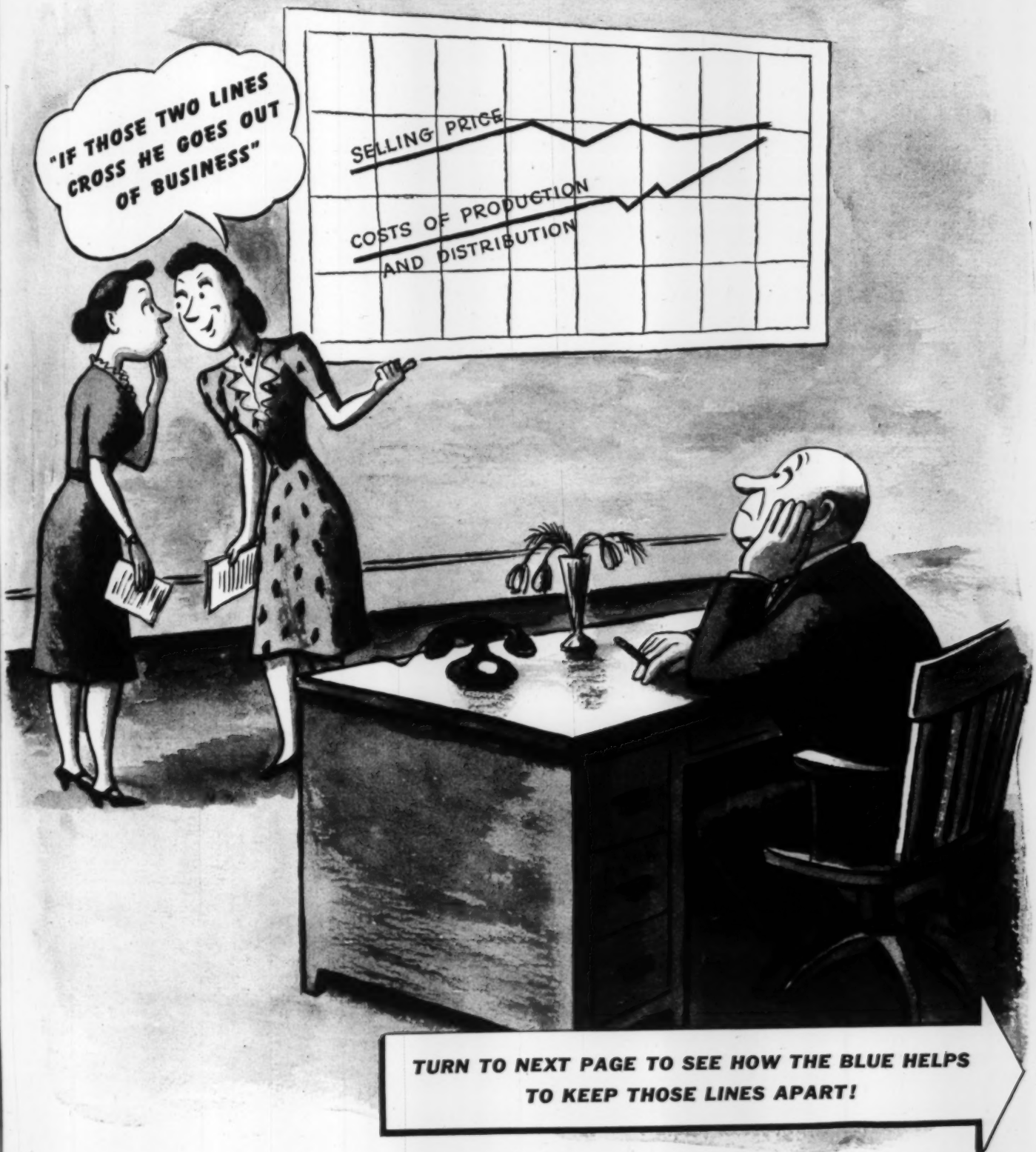
UNITED BISCUIT CO. of Am ica, Chicago, on Sept. 1 is start a schedule of 30-second and minute transcribed spot announ ments, 6 to 12 times weekly on following stations: WOW WI WTAM WSBT WEMP WE WSAU WRJN WMAM WI WIBA WHBL WKBH WI WDAY WNAX WTCN WI WLS WAAF WIND WCFL W WMBD WOC WFBM KF KFBB KSOO KSO KMA, and participating announcements CKLW, Windsor, Ont. Announ ments will be sponsored in e region by company divisions Omaha, Toledo, Fargo, S Falls, and Chicago. Contracts for 13 weeks. Agency is Geo H. Hartman Co., Chicago.

Grove Prepares for Fa

GROVE LABORATORIES, Louis, is preparing a fall sche of one-minute spot announcem for 4-Way Cold Tablets on an selected number of stations. H. Kastor & Sons Adv. Co., Chic is agency.

Vapo-Cresolene Spots

VAPO-CRESOLENE CO., York (cold relief remedy), will both national magazines and announcements for its fall and ter campaign to be announced few weeks. Agency is Irwin V mir & Co., New York.


"IF THOSE TWO LINES CROSS HE GOES OUT OF BUSINESS"
SELLING PRICE
COSTS OF PRODUCTION AND DISTRIBUTION
TURN TO NEXT PAGE TO SEE HOW THE BLUE HELPS TO KEEP THOSE LINES APART!

Protect Your Profit Margin by Lowering Your Cost of DISTRIBUTION!

Buy Blue — Enjoy Sales Thru the Air at the Lowest Cost of Any Medium Entering the Home!

Lo, pity the poor manufacturer of today. He is caught in the middle of a squeeze that pinches him where it hurts—in the wallet.

On the one hand, increased taxes, rising labor costs and higher prices of raw materials combine to increase his cost of production enormously.

On the other hand, price ceilings and increased consumer taxation shout an emphatic "NO" to the idea of passing much of this extra cost on to the consumer in the form of higher prices.

Thus it is of extreme importance today to see what can be done to reduce the cost of distribution by studying its most controllable factor, advertising—to see that you are reaching the greatest possible number of consumers for every advertising dollar you spend.

If you're not using radio you really ought to look into it—especially into the Blue Network of NBC—because it *is* the most economical way to increase the flow of goods from your factory to your customers. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue Network:

ECONOMICAL COVERAGE—The Blue concentrates its coverage in the Money Markets, where the nation's buying power is heaviest and where you do your most *profitable* selling.

ECONOMICAL POWER—Power is always expensive, but not always effective. The Blue concentrates its high power stations in areas where power is needed, conserves it elsewhere. You pay where you need it—and save where you don't.

ECONOMICAL COSTS—Concentrated coverage plus the famous "Blue Plate Discounts" give Blue advertisers national coverage at the lowest cost of any medium entering the home. By "going national" on a modest budget, you have more to spend on your program.

ECONOMICAL PROGRAMS—Blue advertisers not only get more listeners for every "time dollar" they spend; they also get the most out of every "talent dollar." A recent study shows that Blue programs cost 22% less for every "point" of rating than shows on the other major networks. Bolstered by the finest schedule of news, sports and public service programs on the air, they've built audiences as loyal as they are large—their *average* evening CAB rating of 10 proves that.

Why not call in your Blue Network salesman to see how you can lower your cost of distribution by reaching more ears per dollar—a vital advantage in today's selling picture.

NATIONAL BROADCASTING COMPANY • A Radio Corporation of America Service

THE SHOW "BUY" OF THE MONTH—"THE CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET"—The show that made the "Three B's" (Barrelhouse, Boogie-Woogie, Blues) famous! This clever combination of jazz and humor has built an enthusiastic (almost fanatical) audience Monday nights at 9:00 P. M. (ET) via the BLUE.

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Radio Still Holds Most of the Trumps!

Timebuyer Forecasts Bright 1942 for The Medium

By BLAYNE R. BUTCHER
Lennen & Mitchell Inc.

FOURTEEN YEARS in radio make Blayne R. Butcher one of the real old-timers of the game. At present he is one of Lennen & Mitchell's radio directors, taking a hand not only in creating and producing programs but also in spot and network timebuying and budget planning. His most consistent responsibility for the last five of his seven years with the agency has been the conduct of the Walter Winchell program for Jergens. Starting in 1928 with WTAR, Norfolk, Mr. Butcher before going into the agency game served such stations as WLW, WCAU and WBAP.

MR. BUTCHER

RADIO TRADE NEWS has been on the doleful side of late. It may be difficult for many station and network operators, agencies and advertisers to glean a ray of optimism from the massed evidence that a lot of knives are being sharpened to carve juicy financial morsels from the radio goose. But even so, here's a statement that goes right out on the limb: *Under the present American System of Broadcasting, radio should offer far more to an advertiser in 1942 than ever before in its history.*

That may not appear to be a particularly brilliant conclusion, in view of the fact that there is an upward curve in buying power, which means more set sales, plus the fact that these turbulent times bring people to their receiving sets more often because of radio's flash news value. Those two standard reasons are perfectly apparent. Now let's add some more good reasons, and see if the logical sequence of events isn't going to provide radio with an impetus that will make it stand head and shoulders above many other forms of advertising media.

Consider the Reasons!

First, consider the tax burden that the people of this nation will shoulder next year, as well as the higher cost of some necessary commodities. The majority of average people will attempt to maintain their present living level in spite of this additional expense. There will be little inclination to alter living conditions or give up basic necessities. On the other hand, non-essential spending will probably be pared to a minimum.

Secondly, there is in the offing possible gasoline rationing in the East, the most populous area of these United States.

And thirdly, there is a massed concentration of men in training camps throughout the nation.

Echo answers, "So what?"

What conclusion can be drawn from these unrelated factors that specifically have to do with radio?

Just this.

Stay Home and Listen

In 1942 there probably will be a very pronounced swing to amusement in the home as a means of keeping down expenses. It is likely that curtailed attendance will be the order of the day at sports events, movies, theatres, night clubs, or any other ventures that would add to the onslaught against the family pocketbook.

Joe and Jane Doakes are going to think more than once before spending unnecessarily, when they are faced with the indicated additional living costs. They are going to want to continue their present mode of living if it is at all possible, and maintain their present homes with as many conveniences. They are going to want to eat, drink and smoke just as in the past, and certainly it is hardly likely that they will want to lower their clothing standards. Visits to the dentist and doctor, premiums for insurance, the costs of schooling, and all the other things that make up the average way of life would be the last to feel the retrenchment, and items that might reasonably be termed non-essentials will bear the brunt of the effort to meet increased taxes and rising living costs. But all work and no play might make Joe and Jane dull—so comes the radio!

Even Less Auto Driving

Radio will bear the burden of being the principal medium for the dissemination of information and entertainment. No matter the economic bracket—from high to low and back again—the motivating economy force will apply pressure to bring more and more people more often into the radio fold. Even automobile driving, a fairly economical method of pleasure if one already has the car, will probably be forcibly curtailed in eastern states, and there again is a reason for staying home and listening to the radio.

Now for the concentration of a million or so of our citizens in military camps. While it is true that this does not represent as much buying power as it might if the same men were in civilian life, still the fact that there are limited recreational facilities except on weekends may literally drive many of these men to the radio during the early evening hours.

Fashion to Economize

There are two other psychological factors. One is that it will no longer be unfashionable for the Doakes to admit that they are making every effort to economize, and therefore staying home many evenings. Another: in small talk among people there is always the tendency to talk about the latest entertainment features that have engaged one's attention. Radio and radio talent are going to be talked about more than ever before—gags repeated—music praised—commentators quoted.

This all adds up to the fact that radio in 1942 will deliver the largest mass audience in history. Even radio's severest critics will have to admit that the most elementary fundamental in advertising is the principle of placing the merits of a product before a maximum audience at a reasonable cost. Where in these United States can one reasonably look for a larger potential audience than in the home?

No one in the trade can deny that there may be inroads upon radio's net earnings by reason of possible discriminatory legislation, or by virtue of loss of some accounts due to material priorities, which naturally limits the potential retail sales of these commodities. However, the saturation point of possible revenue from radio is nowhere in sight, and under the necessity of obtaining new replacement advertising, radio is young enough and virile enough to bridge the gap with many hitherto undeveloped potential radio advertising possibilities.

The chief point to broadcasting and the advertiser is that despite bureaucracy and the attempted raids of predatory interests, radio has more to offer in 1942 than ever before. The listeners will be there. They will be attentive. They will be discriminating. They will be loyal to those advertisers who do not misuse guest admissions into listeners' homes. A few tricks may be lost, but radio still holds most of the trumps.

STATION IN TACOMA READY FOR OPENING

FIRST of the two new broadcast stations authorized for construction in Tacoma, Wash., last May—KTBI, licensed to Tacoma Broadcasters Inc.—will go on the air the week of Aug. 24, according to Edward J. Jensen, manager, who was onetime manager of KVI, Tacoma, and who later went with KGU, Honolulu, and KOL, Seattle. Mr. Jensen during the last year has been on the sales staff of KSFO, San Francisco.

The new station will operate with 250 watts on 1490 kc., and is Western Electric equipped throughout with a 154-foot Blaw-Knox tower. The other Tacoma station (KTRN), authorized the same day and granted either 500 or 1,000 watts on 1430 kc., will be operated by Michael J. Mingo, former newspaper editor, but is not yet ready to go on the air.

Mr. Jensen reports the following staff selections: E. S. Robinson, from KVI, commercial manager; Fred Pelger, from KBKR, Baker, Ore., program director; Kenneth Grinde, from KXRO, Aberdeen, Wash., chief engineer; Tom Morris, from KOMO-KJR, Seattle, announcer-engineer; Leonard Duba, from KXRO, announcer-engineer; John Porter, announcer-engineer; Paul Terry, formerly with South California Orange Growers Assn., special events and continuity; George Johnson, musical director; Ruth Reisner, continuity and women's editor; Mrs. Stewart Clarke, garden and home expert; Esther Fox, office manager.

The station is owned by a group of local businessmen, headed by G. C. Cavanaugh, Tacoma and Bremerton lumberman, as president and controlling stockholder.

Reverie Campaign

REVERIE Inc., New York (Reverie Lanolin Lotion), will use spot announcements for the first time on an undisclosed number of stations in a campaign along the Eastern Seaboard, to be launched during September. Company is now sponsoring *Fifth Ave. Troubadour*, with Dick Gilbert, on WOV, New York. Craven & Hedrick, New York handles the account.

Omar Discs

OMAR Inc., Omaha (flour) on Aug. 17 started quarter-hour transcribed Sunday program titled *Musical Meditations* on WLS, WISN, KMA, WHO, WMT, KRNT, WNAX, WOW, KOA, KGKY, WJAG, KVRS. Contracts are for 13 weeks. Transcriptions were made by the Columbia Recording Corp., Chicago. Hays Macfarland & Co., Chicago, is agency.

Oakite Fall Plans

OAKITE PRODUCTS Inc., New York (Cleanser), the week of Sept. 15 will begin a campaign of participations in women's programs on the following stations: WCAU, WNAC, WEAN, WCSH, WTAG, WTIC, WLBZ, WICC, WFBR, WBZ-WBZA WFEA. Contracts are for 13 weeks. Agency is Calkins & Holden, New York.

Networks Ponder Court Plea For Relief From FCC's Rules

Latest Time Option Plan Divides Day into Three 5-Hour Units; Mutual Proposes Compromise

DESPITE optimistic statements from FCC sources that "progress is being made" and that "contacts are being maintained", the FCC and the networks apparently are still far from agreement on the controverted time-option rule in the proposed network-monopoly regulations now scheduled to go into effect Sept. 16.

As another week ended, with parleying between network representatives and FCC Chairman Fly and his lawyer-aides practically at a standstill, it was an even bet that CBS and probably NBC would go to the courts rather than accept the chairman's latest proposal.

Three 5-Hour Segments

That proposal, it is understood, would divide the broadcast day into three five-hour segments and would provide for exclusive time options within each segment limited on any single affiliate to 3½ hours per segment in a five-station city, 3 hours in a four-station city, 2½ hours in a three-station city, 2 hours in a two-station city, 1½ hours in a one-station city—with further limitations fixed on the basis of actual time used during the preceding year, plus one-half hour, and with a "floor" of one-hour per segment. No option, exclusive or non-exclusive, would be permitted above those limits.

This is understood to be the previously undisclosed formula presented by Mr. Fly at the conferences week before last [BROADCASTING, Aug. 11] and found to be unsatisfactory to all of the networks, including Mutual. Mr. Fly is said to have insisted that the networks petition for his proposed option rule, or else face the original rules which ban option-time altogether.

Trammell Sees Fly

Although NBC President Niles Trammell had a session with Mr. Fly last Tuesday, no other conferences were held with network executives during the last week. Mr. Trammell would not divulge the nature of his discussion with Mr. Fly, but it is believed he made it clear the proposed option limitations were untenable so far as NBC was concerned, particularly in the light of their possible impact upon the Red.

Mr. Fly's reported demand that as a condition precedent to adjustment of the time-option scale he advanced, the networks refrain from going to court to test the validity of the rules, was regarded as utterly unacceptable to NBC and CBS. If they go to court, it is presumed they will not only challenge the Commission's jurisdiction to impose the rules at all but will argue the unreasonableness of the regulations.

NBC, faced with the requirement that it divest itself of the Blue network, would doubtless also make a separate issue of that in the courts.

MBS Suggests Compromise

Late last Thursday a petition was filed with the FCC on behalf of Mutual by Fred Weber, general manager, and Louis G. Caldwell, counsel, with the object of compromising the divergent views.

The Mutual petition, suggesting amendments to regulations 3.104 and 3.103, proposes the division of the day into the same three five-hour segments which it is understood that all parties, including Chairman Fly, were previously substantially agreed upon—namely, 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m., to be determined for each station in terms of its local time.

The Mutual proposal would require that option-time be for hours definitely specified in the network-affiliate contract, and that no option may be exercisable on less than 42 days call. In each network-affiliate contract provision would be made for annual revision of option-time, effective Aug. 1 of each year, the revision to be filed with the Commission not later than the preceding July 1.

Within the three segments, not more than 3½ (or 4) hours in any segment may be placed under option to networks, according to the Mutual petition. Outside the segments, no time within the period from 11 p.m. to 8 a.m. would be optionable.

Limitations on Options

"No station," reads the rule suggested by Mutual, "may option time in any segment exclusively to a network in excess of the time actually utilized by the network for network commercial programs in that segment for at least 26 weeks during the 10-month period from Aug. 1 to June 1 in the preceding year, provided (a) the exclusive option-time must be limited to the particular hours thus utilized during the preceding year, and may not extend to other hours; (b) where there is a change of affiliate in a given community, the measure of maximum exclusive option-time for the new affiliate shall be that which would have been permissible for the former affiliate."

With respect to time not covered by exclusive option, "any station may option time in any segment to any one or more networks on a non-exclusive basis, that is, on a basis which does not prevent or hinder the station from optioning the same time, in whole or in part, to another network on equally favorable terms, the first network to sell the time to have the advantage of the option."

Preferably 3-Year Licenses

The Mutual petition also proposes that Regulation 3.103 be amended "to provide for a maximum contract period of two (or three) years; and to provide for a period of not less than three months, and preferable six months prior to the commencement of the contract, for entering into such a contract or renewal thereof.

"This proposal," it was added, "was made on the assumption that Rule 3.104 governing option time, if amended so as to permit option time, is amended as suggested in this petition."

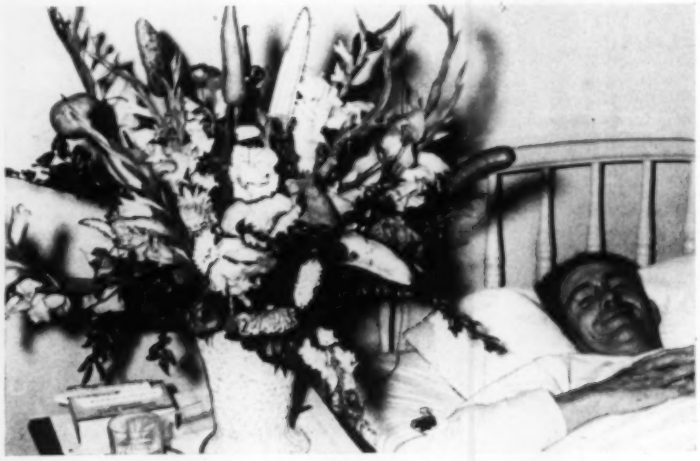
Simultaneous with adoption of the longer contract period, Mutual suggests the Commission should authorize broadcast licenses for not less than two, and preferably three years. At several junctures in its memorandum accompanying the petition, Mutual suggests there should be further relaxation of the option-time rule to meet the peculiar needs of regional networks, particularly with respect to the period after 11 p.m. and before 8 a.m.

Aid Federal Unit

EDWARD LASKER, vice-president and radio director of Lord & Thomas, New York, and Gregory Williamson, radio director of Pedlar & Ryan, New York, are both on temporary leaves of absence from their positions to work in the public relations division of the Bureau of Ships, newly-organized Government unit under the supervision of Secretary of the Navy Frank Knox.

NIB Convention in Chicago's Palmer House, Sept. 22-23

H. A. LAFOUNT, president of National Independent Broadcasters, announced last Thursday that the extraordinary NIB convention, which will have FCC and DCB Chairman James Lawrence Fly as keynoter, definitely has been set for Sept. 22-23 at the Palmer House, Chicago [BROADCASTING, Aug. 4]. Mr. Lafount indicated that both Mayor Kelly of Chicago and the Chamber of Commerce have issued invitations to NIB. Incidating that national defense probably will be one topic, President Lafount said the agenda will be prepared on the basis of suggestions of NIB members and other broadcasters as to which are the most important topics for discussion, and asked that NIB members and other operators forward suggestions to NIB headquarters in Washington.



POSITIVELY NOT A PUBLICITY GAG is this symbolic bouquet presented to F. E. Fitzsimonds, manager of KFYR, Bismarck, N. D., as he recuperated from an appendectomy. Actually, it's a display of affection presented by staff members who were impressed by the patient's humorous cracks about his illness. Among the posies are such specimens as corn, vegetables, hot dogs, cigarettes—and even some flowers. Mr. Fitzsimonds liked the bouquet so well he summoned a photographer.

Sawyer Denies Rumors Of Blue Negotiations

PUBLISHED reports that Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, is negotiating for the purchase of the NBC-Blue Network, were unequivocally denied by Mr. Sawyer last Thursday.

The Cincinnatian, who controls WING, Dayton, and WIZE, Springfield, and who is on the board of the Crosley Corp., operating WLW and WSAI, was disclosed in an FCC application last week as principal in the Lake Shore Broadcasting Corp., seeking a new 5,000 watt fulltime station on 1300 kc. in Cleveland. He is president of the company, with Ronald B. Woodyard, WING manager, vice-president; Gertrude Ansel, his secretary; Edward W. Merkel, manager of WIZE, treasurer.

STANLEY H. MANSON, southwestern sales manager of Stromberg-Carlson Tel. Mfg. Co., stationed in Kansas City, has been named sales promotion manager of the company to headquarters in Rochester and spend a large portion of his time in the field.

...where power counts most!

Power . . to hit 'em hard where power can do the most good . . that's the secret of sales success.

And WLAC provides you with this hard-hitting power . . a great radio power of 50,000 watts to go hurtling through the GREAT TENNESSEE VALLEY.

Here is truly the heart of the industrial South, an area which has become increasingly industrialized with the advent of cheap T. V. A. Power, supplied by $250,000,000 worth of dams! This great industrial territory is all within the coverage area of WLAC, the station of the great Tennessee Valley.

Investigate NOW how you may give your sales message power where power counts most.

COVERED FULLY AND INTELLIGENTLY BY

WLAC *Nashville*

GOING THIS FALL TO 50,000 WATTS

J. T. WARD, Owner • F. C. SOWELL, Manager
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

FRONTIER DAYS FIESTA in Cheyenne last month was sponsored over KFBC by Frontier Refining Co., and coverage included Don Vest, special events announcer, mounted on horseback with a portable short-wave unit, going into the arena for the roedo events. Announcer Miles Cooper also took the unit for a ride in one of the Army's new tanks. At the control box during one of the seven-day pickups were (l to r): Billee Wheelock, KFBC women's program director; H. A. Armitage, official of the sponsor company; Bud Robineaux, president of the company; Bob Betts, Betts-Koerber Adv. Agency, Denver; William C. Grove, KFBC manager. Wearing dark glasses (below) is Larry Bloom, station salesman.

Definition of Powers Sought In Appeal by District Court

Supreme Court Asked to Determine Authority of Lower Tribunal in Issuing Stay Orders

SEEKING a definition of its powers, the U. S. Court of Appeals for the District of Columbia on Aug. 8 certified to the Supreme Court a statement of facts in the case of WCPO, Cincinnati, and requested instruction as to its authority to issue stay orders from FCC decisions.

In case its Feb. 3 opinion is upheld in the coming decision, the Court of Appeals would hold itself without power to issue stay orders. This would drastically affect the power of appeal from FCC decisions, since although appeal actually could be made, the Commission's orders meantime would go into effect and conceivably could accomplish the damage feared before remedy is secured.

The Supreme Court certification came after the entire six-judge court on April 7 had heard reargument of the issue, involving an appeal by Scripps-Howard Radio Inc., operating WCPO, Cincinnati, from an FCC decision granting identical facilities to WCOL, Columbus, allegedly without hearing [BROADCASTING, April 14].

Six Judges at Rehearing

Although the court up to then had regularly issued stay orders in similar situations, a split three-judge opinion Feb. 3 declared that the Court of Appeals did not have the power to issue stay orders and upheld the FCC position in this regard. The rehearing on appeal from this decision was presented before all six members of the court by Joseph L. Rauh, then FCC assistant general counsel, and Paul M. Segal, counsel for Scripps-Howard Radio, on behalf of WCPO.

In its latest move, designed to break the stalemate resulting after the Feb. 3 decision and subsequent reargument, the Court of Appeals asked the Supreme Court:

"Where, pursuant to the provisions of Sec. 402(b) of the Communications Act of 1934, an appeal has been taken to the U. S. Court of Appeals, from an order of the FCC, does the court, in order to preserve the status quo pending appeal, have power to stay the execution of the Commission's order from which the appeal was taken, pending the determination of the appeal?"

In its Aug. 8 certification of facts the Court of Appeals indicated that the court was divided, 3 to 3, on the question. If a decision were handed down on this basis, the previous judgment, holding that the tribunal is without authority, would prevail. Because of the novel question, chance for Supreme Court review was considered good.

In any case, it was thought, even if the court reversed its former action, which in effect had reversed previous practice, the FCC would seek a Supreme Court review.

Genesis of the Case

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1200 kc. with 250 watts, which the Cincinnati station contended would sharply curtail its audience on that frequency. WCPO also argued the action was taken without notice and hearing. In requesting reargument, Mr. Segal contended that the three-judge court's divided opinion terminated uniform practice on issuance of stay orders which had been followed for 14 years and that the question involved a basic consideration in administrative law. Mr. Rauh contended the law was clear that stays could not properly be issued [BROADCASTING, April 14].

The Feb. 3 decision was by a divided court, with Associate Justin Miller and Wiley Rutledge sustaining the FCC view, and Associate Justice Harold M. Stephens strongly dissenting [BROADCASTING, Feb. 10].

It is believed the Court of Appeals, in this latest move, not only is seeking instruction on the specific point authority to issue stay orders, but also a clarification and expansion of the philosophy of such Supreme Court decisions as that in the Sanders Bros. case.

FCC GRANTS OUTLET IN PENDLETON, ORE.

WESTERN RADIO Corp., licensee of KODL, The Dalles, Ore., was granted a second station when the FCC Aug. 12 authorized construction of a new local in Pendleton, Ore., to operate on 1240 kc. with 250 watts fulltime. Pendleton, a community of 7,000, is located approximately 110 miles east of The Dalles. Western Radio Corp. is 50% owned by V. B. Kenworthy, one-time salesman of KSLM, Salem, Ore., as president, with Eva O. Hicks, vice-president and 25% stockholder, and T. M. Hicks, president of the Salem Abstract Co., secretary-treasurer and 25% stockholder.

The Commission designated for hearing the application of H. C. Cockburn, Houston oil and real estate man, under the name of the San Jacinto Broadcasting Co., seeking a 1,000-watt fulltime station on 1470 kc., contingent on that channel being vacated by KXYZ, Houston. The application will be heard jointly with those of KRBC, Abilene, Tex., seeking to shift to that frequency and increase to 1,000 watts, and WQBC, Vicksburg, Miss., asking to change to 1470 kc. with 500 watts night and 1,000 day.

The FCC denied the petition of West Allis Broadcasting Co. to reconsider and grant its application for a new daytime station in West Allis, Wis., on 1480 kc. with 250 watts.

Rodeo's 2,000 Spots

THE SECOND Annual Rodeo & Thrill Circus, held Aug 31-Sept. 1 at Soldiers Field in Chicago Aug. 17, started a two-week campaign to promote attendance, using a total of 2,000 one-minute transcribed announcements on WAAF, WJJD, WCFL, WGN, WCRW, WSBC, WGES, WCBD, WEDC, WLS, Chicago; and in the surrounding area on WIND, Gary; WJOB and WHIP. Hammond,; WHFC, Cicero, WCLS, Joliet; WMRO, Aurora. Agency is Schwimmer & Scott, Chicago.

WILLIAM L. SHIRER, former CBS correspondent in Berlin, and author of *Berlin Diary*, has been engaged to prepare special material based on his war experiences for RKO's forthcoming film "Passage from Bordeaux". Mr. Shirer will fly to and from Hollywood, continuing his CBS commentaries.

Long Illness F... To Edwin J. K...

KRLD Owner Wills St... And Paper to Employes

EDWIN J. KIEST, publish... the *Dallas Times-Herald* and ... of KRLD, who would have b... years old next Sept. 24, di... Monday in Dallas after a l... ness. His illness did not dete... in defiance of doctor's orders... visiting his office nearly every...

A widower since 1893, Mr. ... is survived by a brother, Fra... Kiest, of Des Moines; a sister... Ellen M. Schaller, of Oak ... Ill.; a niece, Mrs. Ruth DeW... of Oak Park; a grandniece, ... Genevieve Pruitt of Oak Pa... great-grandnephew, John ... Pruitt, of Oak Park.

Executives to Operate

According to the will filed ... 13, control and management o... newspaper and station will ... with Tom C. Gooch, edit... chief and general manager o... newspaper; John W. Runyon, ... vertising manager of the ne... per who also holds the title of ... ager of KRLD, and Albert Sw... Jr., advertising director of ... newspaper. They were among ... members of the staff closely ... ciated with Mr. Kiest for ... years who received 42% of ... stock, the others being Cly... Taber, foreman of the press... B. C. Jefferson, editorial w... Allen Merriam, managing e... E. K. Meade, executive news ... D. A. Greenwell, secretary-t... urer. The remainder of the ... was given to Messrs. Gooch, ... yon and Swinsky as trustees, ... the provision that half the i... be paid to Mr. Kiest's ... Frank G. Kiest, of Des Moines, ... half to his sister, Mrs. Ell... Shaller of Oak Park, Ill. ... four years the trustee shares ... be sold employes named in the ...

Mr. Kiest was born in Illi... 1861 and began his newspaper ... reer as a galley boy for the ... ern Newspaper Union. Later ... came a compositor with the ... *cago Times* and other newspa... and in 1890 he went to Te... represent the WNU. He bought ... newspaper when it was in fi... difficulties, and it became pra... ly his sole hobby. In 1930 he ... lished a new $1,000,000 plant ... of the finest newspaper plan... Texas.

A charter member of the As... ated Press since 1899, Mr. ... was always active in Texas aff... He was a member of the boa... the Scottish Rite Hospital for C... pled Children, and until 1937 ... on the board of the Dean Mem... Home for Children. He was a d... tor of Texas A. & M. College w... had conferred a doctor of law... gree on him, an honor also ... ferred by Southern Methodist ... 33d degree Mason, he also held ... membership in the Boy Scouts, ... Red Cross and the Elks. He ... recently made a member of Sig... Delta Chi, national journalism ... ternity.

STANDOUT

facts . . .

Fan Mail This Year to Date Is *double* That of Same Period Last Year . . .

about

DENVER'S STANDOUT STATION

KLZ
560 Kc.—C.B.S.
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by the Katz Agency, Inc.

Look Out for the Boxtop Rebellion!

Irked Customer Has A Crow to Pick With Sponsors

TWO YEARS AGO I retired from the marts of trade to pursue what is laughingly called the leisure life of motherhood.

My friends had a lucrative and pleasant little racket all planned for me.

"You can enter contests," they said. "Anyone with a little time and a few soap wrappers should be able to pick up a thousand dollars without much trouble. And at least one Buick or Packard, complete with a thousand gallons of gas."

With this encouragement, I became a member of the new order of American writers, the Box Top Literati.

Looking at it impersonally, it did seem as though I had all the necessary qualifications. I was a wife, a mother, and did all the family housework and purchasing. Before my retirement, I had earned my coffee and cakes by doing consumer research for department stores. My days were spent encouraging women to tell me just why they liked certain products. Now I would do a turnabout and hand out the answers instead of the questions.

Diaper Dirge

I went into my contesting with faith and determination. I composed soap slogans while sudding diapers. I listened for my bridge

club's remarks on the cake made with the new shortening. I encouraged my husband to praise the breakfast cereal in 25 words or less. I was no hack pounding out schmaltzy tributes in a hotel bedroom; I was the Great American Consumer baring my housewifely soul.

Last night I took inventory of my two-year career in the contest circuit. So far, I have won a baked ham, a set of tires, a three-dollar wrist watch, three books, four phonograph records, a chair slipcover, two cook books, a bonbon dish, a radio appearance, and $23 in cash. And all but one item of this loot came from local contests.

On the debit side must be listed at least $5 worth of stamps contributed by an ever-loving husband, the wear and tear on a year-old baby, and the afternoons I slaved over a hot Underwood instead of trying out that new nut-bread recipe. I confess that under the pressure of thinking up new cleanser catch-words I once put the baby fully-dressed into the bathinette, and on another occasion started to wax the floor with olive oil. These minor accidents were offset by the comfort of having my mind diverted for a time from the Battle of Britain and the baby's influenza.

Naturally, my dabbling in this amateur advertising has given me new standards for household goods and has, I hope, made me a more conscientious shopper. It has also given me definite opinions on contests, both big and small.

First, let me state frankly that I have found the gigantic national

contests to be the most discouraging and least profitable to the non-professional contestant. After 30-odd attempts to snag a fortune, I am leaving this field and concentrating on the greener pastures of local contests. I am doing this not only because I have found the odds too great in the big contests but also because in *only two instances* have my entries even been acknowledged.

Where They Failed

On 30 occasions I purchased specific products, thought about them, wrote about them, and invested time, paper, and stamps in the enterprise. Then, after having been invited by radio, newspaper, billboard, and handbill to join the contest, I did not receive even the minimum courtesy of a penny postcard acknowledgment. *At the very point where they could have cashed in on my enthusiasm for their product, the companies left me flat.*

One manufacturer acknowledged my entry with a postcard that emphasized the thousands of entries received daily. This depressed, rather than impressed me. The other company, God rest its soul, sent me a gay personalized note thanking me for my interest and promising careful reading of my effort. The generous samples of associated products that accompanied the note won me over completely.

What And Who Won?

Then, too, the vagueness surrounding judges and prize winners in national frays bothers me. Some companies announce judging methods (and I do not mean the stereotyped "on the basis of originality and sincerity" line) and name winners, but even this is an incomplete satisfaction. The question is always, *what* was the prize entry? Prize-winning paintings, sculptures, ads, photographs, handiwork, all in amateur classifications, are displayed at the end of the contests. Why, then, this mystery surrounding prize slogans?

Most sponsors do not announce the names of even the top winners, and there is no way for the public to know if the prizes ever are distributed. This has its echoes in the grumble of the housewife, "Who ever wins those prizes, anyway?", when confronted by a contest blank in her favorite supermarket. All this could be cleared by the prompt announcement of winners, plus a feature on one of the winners to prove she is more than an unfamiliar name.

And while I have my chin out, I'll venture another complaint. I have been careful to weigh all my entries on a postal meter and in one instance I found that the required wrappers, plus a full sheet of paper and envelope, exceeded the three-cent minimum—a fact not announced in the contest.

Because! Because!

I hesitate to admit how tired I am of still another rendition of "I like Cornies because—", for I am certain that this phrase possesses a mystic quality. Somewhere, sometime, all members of the advertising fraternity have met together, studied graphs, polls, I.Q.'s, and reports, and voted this little gem the only legitimate salutation for a commercial mash note. I have faith that the men who lure me to their products with such ingenious prose *could* think up a substitute for this bromide, were it not a hallowed formula.

Personally, I favor such a refreshing innovation as, "I would like Cornies even better if—".

Then, if the moguls are really serious in wanting to improve their product, they would have an invaluable poll of opinion.

The danger in weaning the promoter away from the because angle lies in the fact that he may take to using jingles, or even limericks. And being a lover of light verse, I am indignant over the sins that have been committed in these names. Even while I was typing the first draft of this article, a radio announcer was giving the latest, and I quote:

"Chew activated charcoal gum, it is great."

This was announced as the fi
line of a *poem*, to be finished with
rhyming line. Any seventh grad
who ever scanned *Evangeline* c
realize that not even Ogden Na
could find a match for such limpi
metre. It just isn't verse, and I'
not sure that it's English.

Lest there be a flavor of sou
grapes about this dissertation, l
me say that I have been fairly su
cessful in my local baked-ham-an
dollar-bill contests and my hea
glows with good will toward m
benefactors. All the small contes
I entered were judged promptl
the names of the judges announce
in many instances, and the winne
publicly notified. In over half th
contests, the winning entries wer
published or broadcast. All entri
were acknowledged and I even r
ceived consulation prizes, sample
and pleasant invitations to vis
the sponsor's store or plant.

Yes, I still have occasional da
dreams about the blue Buick wit
white wall tires or my statemen
to the press on how it feels to hav
a steady income for life. Then
come down to earth and remembe
that I have to get my entry in
the mail if I want a chance at th
streamline iron offered over WCAE
I'm settling down to make m
fortune in the two-cent stamp zon
boys! Anyone know a good word t
rhyme with Sternberger's?

Guy Hutcheson Studie CBS Latin Reception

GUY HUTCHESON, veteran
Admiral's Byrd's second expedi
tion to the Antarctic and now
the general engineering staff
CBS, has embarked on a six-mont
trip through Latin America t
survey reception conditions an
facilities of very station in CBS
new Latin American networ
The trip, to cover 20,000 mile
and take him through 20 differ
ent republics, will enable him t
consult engineers of the network
stations.

Already CBS has already signe
67 affiliates to this new Lati
American chain, to be known a
Cadena de las Americas, and pr
poses to provide blanket coverag
over every population cente
south of the Rio Grande to th
southernmost portions of Argen
tine.

Horn Confers in Mexico Starting Tour for NB

TO CONFER with Central Amer
can broadcasters on further e
pansion and development of NBC
Central and South American Ne
work, Charles W. Horn, NBC a
sistant vice-president, is in Mexi
on the first leg of the tour of seve
republics.

Mr. Horn will expl in the var
ous programs now on NBC ne
works, and will confer with Pa
American executives on plans fo
shortwave programs originating
their countries for rebroadcast
the United States on NBC's Re
and Blue networks. He also wi
discuss NBC cooperation with mu
tual defense plans in the America
television development and othe
technical topics.

IN AMERICA'S NO. 1 MARKET

This fall, Connecticut and the rest of the Southern New England market will experience its biggest season in many years. More people than ever are at work, pay rolls are larger, and the per family income is 52% above the national average.*

Wide awake national advertisers will depend upon WTIC to reach the friendly people of this rich, industrial area. For more than 16 years, WTIC has had their attention and respect. WTIC's power and authority can do a real selling job for you if you'll merely give us the word.

We're ready for action! Are you?

*Sales Management, May 1, 1941.

WTIC
US
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

War Games to Bring Radio Problems

Un-Planned Maneuvers To Test Versatility of Broadcast Crews

Editor's Note: Because the coming Army maneuvers, apart from their record-breaking physical proportions, are to be conducted along lines entailing distinct departures from established broadcast techniques, 'Broadcasting' asked the War Department to draw on its experience in earlier and less extensive maneuvers to paint a picture of what might be expected of radio stations and networks covering the September war games. Jack Harris, formerly news and special events director of WSM, Nashville, last April joined the Radio Branch of the Bureau of Public Relations of the War Department in a similar capacity.

By JACK HARRIS

WITH the biggest peacetime maneuvers in all history—involving the U. S. Second and Third Armies—scheduled in Louisiana Sept. 15-30, broadcasters face a tough problem in the task of covering this vital event for the American public. Paradoxically, the maneuvers are so big—some 500,000 troops are involved—they are a "must" assignment, and yet, because they are so extensive they almost exclude any medium from proper coverage.

However, broadcasters working closely with the Radio Branch of the War Department Bureau of Public Relations are developing plans which promise really effective radio coverage. To be effective, radio must bring the general public the overall picture of what these maneuvers mean, the day-to-day story unfolding when our Army engages in its most rigorous tests of all peacetime history, and at the same time provide a particular story of how individual units are managing through the difficulties of maneuvers.

General and Local

For while the general public has an interest in the Army as a whole, millions of others think in terms of the particular camp where men from their area or hometown are stationed.

Radio will bring that sort of story to the public through a teamwork plan now being worked out in cooperation with the Radio Branch. The networks are concentrating on the overall general story of an army of half-a-million men on vitally important military maneuvers. The individual station will concentrate on those units of particular interest in its own area, those troops in which its own audience will have a special concern. In that way its audience will get the general story on maneuvers, and at the same time receive the special story of what goes on in the spot of the maneuvers in which their closest interest lies.

In many instances it will be possible for the individual station to broadcast the same programs they have been producing in the camps. For the station's crew will be assigned not only to a particular Army, but also to a particular division in which they have special interest. The radio crew will headquarter with that division, will move when those headquarters are moved, and may even move behind the lines during actions in which those units engage. In bivouac, or rest periods, it will be possible for a station to stage programs much like those it has been carrying directly from the training camps.

If a station desires to follow more than one division, its crews could be assigned to one division for a time and then return to Army headquarters and be assigned to another division. However, broadcasters must bear in mind that their crews can be assigned only to one of the two Armies participating. It will not be possible for the same crews to cover both Armies. Radio crews, as well as newspaper correspondents and movie camera crews, will be subject to capture if they expose themselves to enemy forces. However, when captured they are merely detained 24 hours and then returned to their proper Army, probably in an exchange of prisoners. During their period of detention by the "enemy", crews will not be allowed to broadcast or send messages out of the area.

Remote Section

Inasmuch as all individual stations are planning to use mobile recording units to cover the maneuvers, it will be surprising if some radio crews do not actually have themselves captured in order to broadcast the process, via recordings. However, once captured, they are immobilized for a 24-hour period.

The very reasons that impel the Army to select an area for maneuvers make the site bad from the broadcasters' point of view. The maneuvers are to be held in a thinly-populated section of Louisiana, where minimum inconvenience will be caused large towns, businesses and people. However, these thinly populated areas have not had need for metropolitan telephone facilities, and when the time comes an army of half-million men will be swarming over this 20,000-square mile area—where one can go for miles without seeing a single telephone line.

The Army, of necessity, will command the services of most telephone facilities, leaving broadcasters in a serious situation as far as obtaining lines for live broadcasts. The fact that the individual stations are using transcriptions will go a long way toward alleviating that situation.

Working on Lines

The Radio Branch has been in constant communication with telephone company officials with a view toward working out plans for live broadcasts from the maneuver area. The telephone company plans to have their representatives located at the two Army headquarters and GHQ in order to facilitate arrangements for radio lines.

While none of the networks have yet made definite plans for the type of programs they will broadcast from the maneuver area, one thing seems certain: There will be a minimum of spectacular shooting scenes via radio. The network program will be a reasonably accurate facsimile of the type of radio broadcasts one might expect in the event of actual involvement. The job of broadcasting will be just as difficult as in actual war, although it will not be as dangerous

Must Be Uniformed

But the broadcasters will be faced, as will the troops, with conditions as close to actual shooting war as is possible with the use of blank ammunition instead of bullets.

In the Army vs. Army phase of the maneuvers, the two giant forces will be pitted against each other in what are called free maneuvers. This means they are not controlled by GHQ. Each Commanding General and each Army is given the assignment of beating the enemy. The maneuver will not stop or pause, day or night, until the assignment is completed, or until the maneuver ends Sept. 30. However, it is entirely possible that one Army might win a decisive victory in much less time than that.

As a consequence of this fast maneuver technique, radio crews must be mobile, must be ready to move on a moment's notice to avoid capture or encirclement. In the case of those staying at Army headquarters, chances are their headquarters will not be moved frequently although they are certain to move if the tide of battle moves swiftly in one direction. On the other hand, those crews moving with special units in the field probably will have a different headquarters almost every night.

All radio broadcasters are urged to comply with the request of the Army and don correspondent uniforms, just as they would in actual war. The correspondent uniform is the regular officers' service form, without chevrons or insignia. The radio correspondent will wear a green arm brassard for identification, in addition to the Army identification to which he is also credited. These uniforms, along with an extra shirt or so and a polo helmet (recommended over the regulation overseas cap), may be secured at any Army store for a nominal cost.

Radiomen on Their Own

Radio correspondents on the field will have to depend largely upon their own initiative. The announcer will have to be a good reporter. However, for the first time, each Army will have large radio staffs with officers in charge and an adequate staff knowing both radio and the Army. These soldiers on the radio staff will help the radio correspondents with suggestions and clearances and coordination of efforts in the field and at headquarters.

In addition, there will be civilian representatives of the Radio Branch of the Bureau of Public Relations, whose object will be to help arrange interesting broadcasts.

One can only guess as to the types of programs which will emanate from the Louisiana maneuvers. However, there is little likelihood that certain types will be heard—the programs laymen might expect when two Armies meet on the battlefield, with infantry, artillery, aviation, cavalry and all the rest in a glorious melee until one force prevails and the other retreats. The best chance for real broadcasts will be by the individual station covering a particular unit involved in a lively action.

But the chances of a live broadcast of such action are negligible. No one, not even the commanding Generals of the two Armies, could tell a broadcaster in advance that there would be action at a certain time at a certain place. In a "fi

(*Continued on page 48*)

THE ARMY matches civilian corps talent in the production of *American Attention*, half-hour variety show written and produced for WWL, New Orleans, by selectees at Camp Polk, Leesville, La. The show features everything from a polished comedy script to hillbilly music. Left to right: Private George Perrin, ex-CBS announcer; WWL Announcer Al Godwin; Private John Hess, ex-WGN production man; WWL Production Manger Ed Hoerner.

How to be alone with 652,000 Listeners!

Imagine a huge amphitheatre seating 652,000 people all listening to a single program. That's not hard to imagine when you consider the case of WGBI.

The Pocono Mountains and a couple of other natural obstacles do funny things to outside station signals trying to come into the WGBI area (and 17th largest in the United States). They don't get far. As a result, WGBI is the only station heard throughout this market . . . the only regional or clear channel station serving an industrial population of 652,000.

It's even a happier picture for advertisers looking for complete and economical coverage of the 17th Market when you consider the findings of a Dr. Starch and Staff survey. This revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county are regular WGBI tuner-inners.

WGBI
Scranton, Pa.

A CBS Affiliate
610 kc • 1000 WATTS DAY
500 WATTS NIGHT

SCRANTON BROADCASTERS, Inc.
Frank Megargee, Pres.

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

AAAA to Continue Its Drive To Obtain 2% Cash Discount

Gamble Says Plan Is Essential to Advertising, Commenting on Tabling of Proposal by NAB

THAT the American Assn. of Advertising Agencies intends to continue its campaign for recognition of the 2% cash discount by radio as well as by other media, was indicated last week by Frederic R. Gamble, AAAA managing director, in commenting on the action of the NAB board of directors the week before in tabling the proposition. Both NBC and CBS will shortly announce adoption of the discount, Mr. Gamble said, and MBS has agreed to give it sympathetic consideration.

The action of the NAB board in effect kills the proposal so far as recommending its application to individual stations is concerned. But when the NAB Sales Managers Executive Committee meets in New York Aug. 25-26, primarily to consider standard form of contract for radio time, it may be brought up again.

A Collection Stimulus

"We realize that the broadcasting industry is too preoccupied with other more instantly vital problems to give our suggestion the full consideration it deserves," said Mr. Gamble, "but we plan to carry on our educational work on the function the cash discount performs for all media and all advertising. We feel it is an essential in a non-reclaimable, custom-made commodity like advertising. Of course, losses have been nil so far, but if money gets tight and advertising feels the pinch, the collection stimulus of the cash discount will be fully appreciated.

"The agencies don't want 2% more commission, and advertisers aren't seeking any rate cut," said Mr. Gamble, whose letter outlining the 2% proposal, as read by him to the NAB board, was made public last week as follows:

The text of Mr. Gamble's le... as presented to the Board follo...

"This is the letter contain... some of the facts about cash ... count, which you suggested tha... send you for consideration by y... board of directors.

"Since the early days of ad... tising in this country, the m... have allowed cash discount—in ... cent years almost always 2%. T... purpose of the cash discount w... originally and still is primar... to enable the agency to collect f... the advertiser and secondarily ... enable the medium to collect f... the agency.

Induces Prompt Payments

"The newspapers and magazi... recognized that agencies needed ... be able to offer an inducement ... the advertiser for prompt payme... but agencies had no means the... selves of offering such an ind... ment. To take it out of their co... missions not only would be rob... ing, but would eat up far m... than their average net profit.

"It seemed desirable that ... of talent should be attracted to ... agency business and enabled ... operate in it without large amou... of capital. The agency structure ... 15% commission and 2% cash d... count was set up to attract ... highest type of advertising m... so that the volume of adverti... might grow and media as well ... advertisers might flourish as a ... sult. It was thought desirable t... compensation, in proportion to ... made of the creative work, abo... be certain—hence 15% commis... It was felt that the agency m... should be primarily a creative ... vertising man and as little as p... sible a financial man or bank... type operator. Hence custom w... established that the agency coll... from the advertiser before it p... the medium. In order to accomp... this, the medium allows a cash d... count which the agency in tu... allows to the advertiser, in ex... amount as received by the age... when the advertiser pays t... agency on or before the agenc... due date.

Some Stations Acceded

"Thus, there are two collect... operations in national advertis... —from advertiser to agency a... from agency to medium — accom... plished in an unusually short ti... Magazines and newspapers need ... their money quickly to pay pap... editorial and other bills. It a... seemed wise to collect quickly ... cause advertising is an intangi... service which, when once deliver... cannot be reclaimed. A printed ... broadcast advertisement is of ... value to anyone except the adv... tiser; it cannot be replevind a... sold to somebody else. It has ... value whatever to anyone el... Once published or broadcast, it ... gone beyond recall.

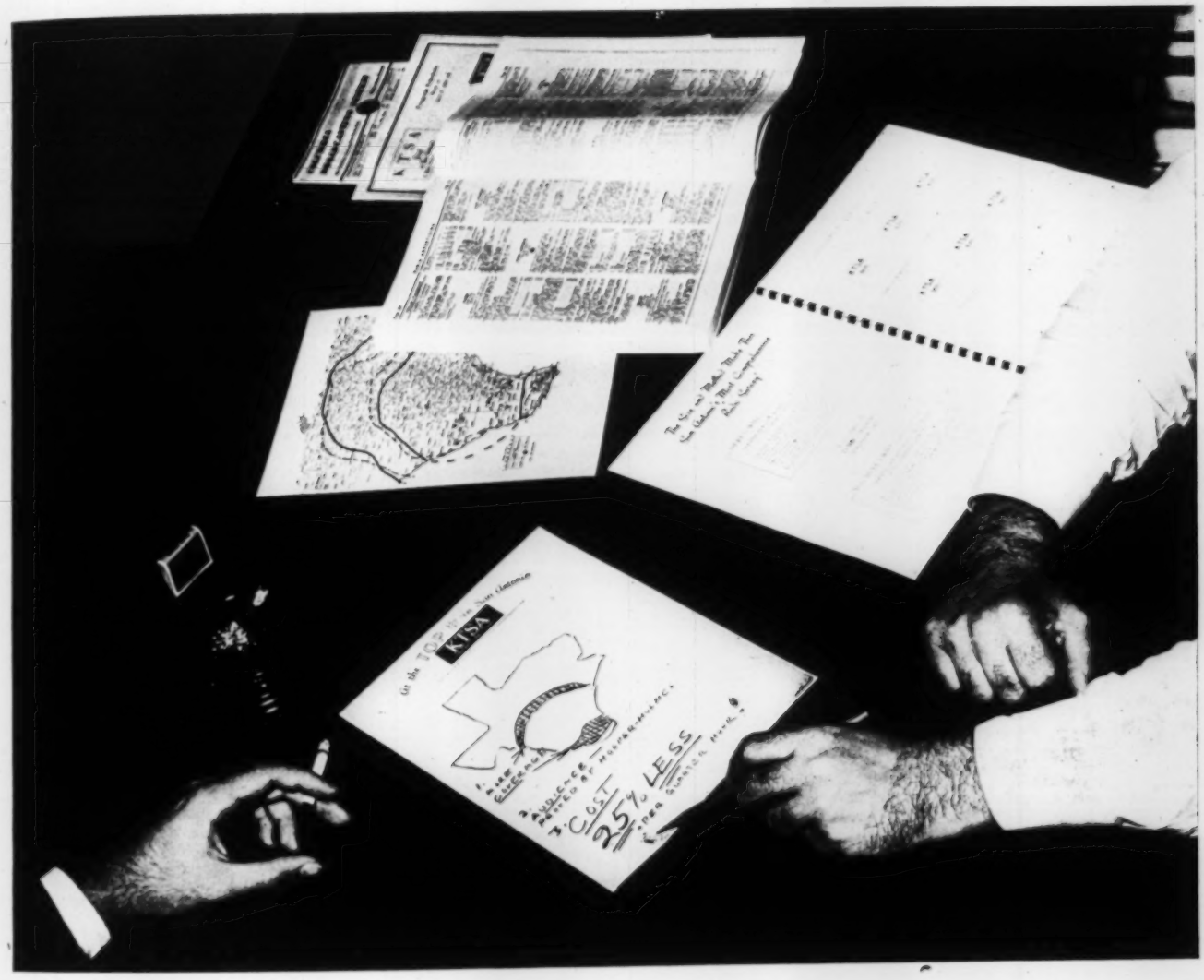
"The radio industry, in its ea... days, geared on to the advertis... structure with agency commissio...

(*Continued on page 28*)

Quaker Discs

QUAKER OATS Co., Chicago, has placed on WOR, New York, half-hour transcribed Saturday program *Man On the Farm* and quarter-hour transcribed *Our City Cousins* for Full-O-Pep poultry and livestock feeds. Company will also sponsor starting in the fall quarter-hour transcriptions of *Little Orphan Annie* Monday through Friday for Sparkies. Sherman & Marquette, Chicago, handles Full-O-Pep account; Ruthrauff & Ryan, Chicago, is agency for Sparkies.

ALL SOLD OUT
• Well, not quite—but when WISH hit the air all news strips, sports and other features were sold—in fact 122 local commercial quarter hours are on the board . . . THIS IS WHAT IS MEANT BY
"Local Acceptance"
This is what is meant by
LOCAL ACCEPTANCE
WISH
Indianapolis, Indiana
NBC BASIC BLUE
5-1000 Watts • 1310 Kilocycles
Free & Peters, Inc. • NATIONAL REPRESENTATIVE



the day-time picture in San Antonio

Purely PROGRAMS

THE V-for-Victory campaign provided the impetus for CKLW, Detroit, Windsor, to begin a new program this month which is attracting favorable interest. Production Chief Frank Burke and Staff Announcer Bruck Chick launched *V for Victory* on a 15-minute schedule six times weekly. The program features band music, interwoven with war effort announcements, both American and Canadian. The Canadian farm service, RCAF recruiting, war savings drives, the U. S. aluminum drive and other such campaigns are plugged on the show. The mixed American - Canadian audience has commented favorably.

* * *

Creating FM Interest

TO FURTHER interest in the benefits of FM broadcasting, W55M, FM station of the *Milwaukee Journal* and WTMJ, is conducting a weekly recital by some young local musicians and his or her music teachers. When the family of the youngster does not have an FM receiver, the station installs one for the broadcast. Thus a new listening audience of neighbors, relatives and friends is attracted to hear FM programs.

* * *

Balloons

A NEW twist to the quiz show is *Balloon Busting*, a daily feature on KLS, Oakland, Cal. Mary Dorr and Theresa Hobrecht broadcast from various street locations in Alameda. Interviewees are invited to break a balloon, inside of which is a question. Prizes are awarded for correct answers, and one balloon during each broadcast provides a grand prize.

Telling the Home Folks

WBBM and WLAC, Chicago and Nashville, are keeping boys at Camp Forrest in touch with their home folks. Every Wednesday night and Sunday afternoon, Maj. Gen. Samuel T. Lawton calls dozens of privates and non-commissioned officers to the stations' joint Camp Forrest microphones in order that their parents and friends can hear their reaction to military life and training.

* * *

Top and Buck

THE TOUGH sergeant makes friends with an untutored rookie in a new comedy half-hour with an Army twist on Sundays 7 p.m., on WOR, New York. Titled *Rookies*, the program features Jay C. Flippen, currently in "Hellzapoppin", as the sergeant, and Joey Faye, well-known vaudeville performer, as the rookie. Show also features WOR orchestra and a vocalist adding background and variety.

* * *

Your Opinion, Please!

AN OPPORTUNITY for listeners of WDNC, Durham, N. C., to praise or disapprove of the station's programs is given on the *For Better or Worse* program. Letters are read verbatim on the air with cash prizes for the most constructive criticism.

Grid Prophet

PRIOR to the opening of the football season, United Press has issued to clients taking its regular radio wire service a brochure describing a gridron feature "Your Football Prophet" for use as sales presentation in selling the feature. Quarter-hour scripts written by UP Radio Sports Editor Ralph Palmer will be supplied weekly for use on Thursday or Friday to call the turn on 50 or more of the week's games. U radio wires also will carry scores of games, quarterly summaries of the more outstanding games, special stories, and two roundups of nationwide results each weekend.

* * *

Video Operas

CONDENSED VERSIONS of great operas will be presented by noted Metropolitan opera stars on *The Opera Workshop*, new weekly telecast series starting Aug. 21 on NBC's television station, WNBT, according to Thomas H. Hutchinson, WNBT production director. Also new on WNBT is the *Guess Your Age* Wednesday night series, featuring Maurice Dreicer, news commentator of WINS, New York, as m. c. and Dr. Ernest Dichter, noted Viennese psychologist, who stands behind a screen and gueses the ages of various members of the studio audiences by their voices.

* * *

Fall Co-Ed Styles

JEAN ABBEY, *the Woman's Home Companion* shopper, brought five Cincinnati co-eds to the WCKY microphone Aug. 14, wearing latest fall styles, for a discussion of the college slant on fashion trends. Mabley & Carew, Cincinnati department store, plugged the broadcast with newspaper ads carrying pictures of the girls. Miss Abbey (Natalie Giddings Haburton) broadcasts five times a month, each broadcast being sponsored by one of five Cincinnati department stores.

* * *

New Station Breaks

IN ADDITION to presenting an extensive schedule of announcements for national defense and Americanization, and devoting 25% of its air time to public service programs, WWRL, New York, has adopted a new station break, which includes the call letters, frequency, station location, and a plea to purchase Defense Bonds. Walter Hoving, president of the USO campaign, has congratulated WWRL on its "generous and spontaneous cooperation."

* * *

Vacation Trips

LISTENERS to Hal Ayres' *Transcontinental Tour* series on WWRL, New York, can win vacation trips by writing letters to the program describing their most interesting trips or vacations. Heard Sundays at 8:45 p. m., the program awards vacations to the winners to Hawaii, Alaska, Cuba, Mexico, Central America and Panama, as well as famous tourist centers in this country.

THE OLD SWIMMIN' HOLE was site for a recent *Mamma's Matin* of KOIL, Omaha, when the therm meter rose to 100 degrees. Harr Twyman donned trunks to take h mike into one of the city's bigg pools. Al Bates, engineer, set waterproof mike.

FUN WITH PUNS

KMBC Program Based on Old Tea Kettle Game

CONCEIVED by Janet Huck contract writer with KMBC, Ka sas City, who is author of *Arm Grimm's Daughter* on NBC-Red, new idea in audience-participat programs is being tested locally KMBC. It is titled *Pun & Pun ment*, a variation of the old g of "Tea Kettle" which goes un the name "Yak" for radio purpos

Listeners are invited to sub words of more than one spel and meaning but with a single p nunciation, viz.: "blue" and bl A board of "yaksperts" rece each prize words to use in s tences, always substituting word 'yak" for the contest w Studio contestants are given seconds to guess the word, w high scores awarded those w supply the correct answers qui est. Prizes for studio contestan and listeners submitting accepta "yak-words" are National Defe Savings Stamps.

The program made its bow Ju 29 before an audience of local ag cy men, and prominent local pers alities are engaged as "yaksperts John Cameron Swayze, form newspaperman now with KMBC news department, is m of the program and is called "M ter of Pundemonium". Felix Ada is producer and Gordon Hayw is announcer. The feature is n being carried sustaining on KM Tuesdays, 7:30-8 p. m.

* * *

Broadway Interviews

BI-WEEKLY ad lib intervie series titled *Broadway Observati Ward* is heard on WMCA, N York, with Hy Gardner, syndicat columnist, interviewing Broadw personalities from the lobby of t Hotel Astor.

* * *

Meet The Bowlers

INTERVIEWS with bowlers in t local bowling center in Sheboyg Wis., are transcribed each week WHBL to introduce summer bo ing to the listeners. The discs a then broadcast the following ev ning.

* * *

Freedom Flyers

LIFE of airmen training in Cana is reviewed in a new Canadi Broadcasting Corp. program *Th Fly for Freedom.* The progra is developed in conjunction wi the Commonwealth Air Trainin Plan

THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

Vol. 1 — No. 7 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

YOUR DEALERS URGE YOU TO BUY WOW!

Harry Kulakofsky, president of Omaha's great Central Market food store, is typical of Omaha grocers who are WOW boosters.

New Survey Proves WOW Is Strictly 'Dealers Choice'

IF YOU have any doubt that WOW does the most effective advertising job in the Omaha-Great Plains Market — ask your dealers what *they* think. We did, through the Fact Finders Institute, Omaha Associates, in a survey made July 15, 1941.

A majority of the dealers (grocers and druggists) questioned said:

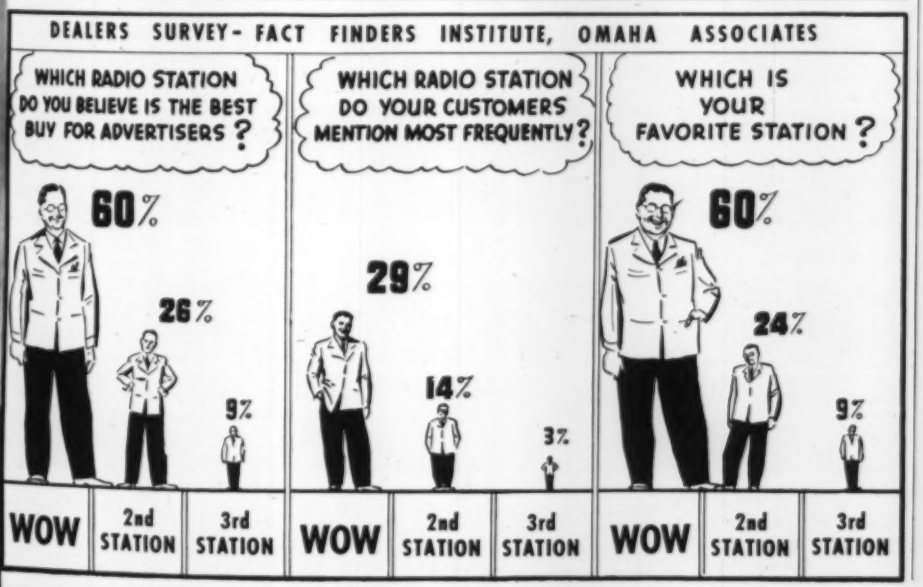
"Radio is the best buy for an advertiser . . . and WOW is the best radio buy in the Omaha market."

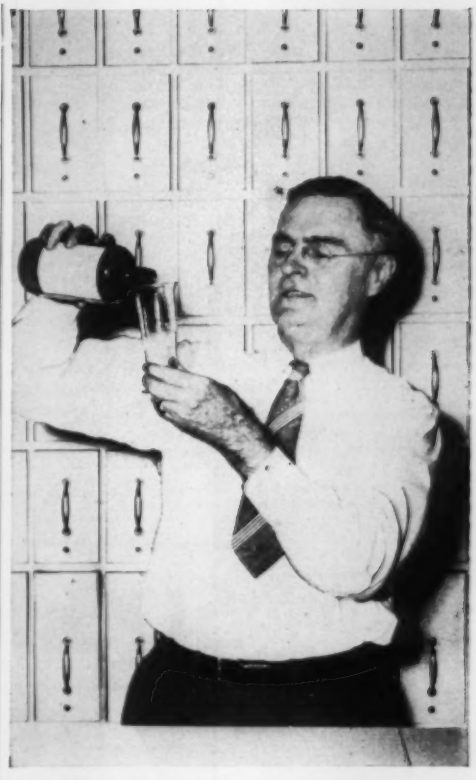
"Customers mention WOW most frequently in making purchases of radio advertised products."

"WOW is our favorite station, because of better programs, best music, best reception, best sports coverage and best news."

We think all time-buyers already know that WOW is the dominant station in the Omaha-Great Plains market . . . and that WOW can "do the job alone." This recent survey comes as one more bit of proof, to justify the inclusion of WOW in any sales program involving the Omaha market.

The chart below shows a part of the results of the survey — the percentage answers to the 3 most important questions.





John O'Brien, leading Omaha druggist, is one of the 6-out-of-10 who believe WOW is the best buy in the Omaha market.

Write For WOW Surveys And Coverage Maps

Get the "low-down" on what your dealers think of how your products should be advertised. Write for a complete copy of the survey. We will give you dealers' names and addresses if you want them. Ask, when you write, for the complete story of WOW's coverage.

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

BBC Urges Hollywood To Send Transcriptions As Press Cuts Publicity

BRITISH BROADCASTING Co. has asked Paramount Pictures for additional voice recordings of its featured and star talent. With newspaper space cut to the bone, British fans have been relying on a transcribed radio program titled *Picture Reporter* to learn about Hollywood film talent, it was said. The film studio's foreign department has already sent sound tracks of Bing Crosby and Bob Hope, and is making one of Dorothy Lamour.

Fred Rosen, assistant manager and special events director of shortwave station WRUL, Boston, is currently in Hollywood for conferences with Don Lee Broadcasting System executives on plans to originate international programs from the latter city. A widespread potential schedule is visualized for shortwave beaming from Hollywood, with KHJ sourcing the programs for WRUL, according to Van C. Newkirk, Don Lee network program director.

With NBC having correspondents staked out in all strategic cities of the Orient, the network contemplates establishing a shortwave listening post in Hollywood, it was indicated by A. A. Schechter, head of the special events division.

CECIL BROWN, CBS foreign correspondent, now in Singapore, is author of an article "The Germans Are Coming" in the Aug. 23 *Saturday Evening Post*. Mr. Brown recently was stationed in Rome, but was asked by the Fascists to leave, then went to Yugoslavia, after which he was assigned to Singapore.

WATER EVERYWHERE, the most in 15 years, inundated the transmitter site of KHBG, Okmulgee, Okla., throwing the station off the air 45 hours. Water was 2½-feet deep in the transmitter house at left and the tuning house was completely submerged.

2% Cash Discount

(*Continued from page 24*)

Something over half the independent stations also established 2% cash discount, but the radio networks never did so. They had attempted to handle the credit problem in a different way from other media by requiring payment immediately after broadcast. Soon, however, they found it more practicable to conform to the established practice in the advertising business of allowing monthly credit to most of their customers. Although in their rate cards they still reserved the right to demand payment immediately after broadcast, in practice they rarely did so, dealing as they did with customers of unusually high credit.

"Bills for broadcasting came to be paid in the month following service like bills for magazine, newspaper and other advertising. But because there was no cash discount date, and because the networks recognized that agencies should not be called upon to pay in advance of their receipt of payment from their clients, varying leeways as to dates of payment were granted to different agencies. Agencies which were paying promptly learned that others were not doing so and naturally felt that they should have the same privilege of payment—as late as any. As a result there was no standard practice.

"In the case of doubtful credit, of course, the networks had the recourse of demanding payment immediately after broadcast, being thus safeguarded against any sizable loss. In other media fields publishers protect themselves by requiring cash with order, i.e. before delivery of service; there being nothing in the cash discount system to prevent earlier collection if credit conditions make it advisable.

20% Now Allow It

"The individual broadcasters, in the meantime, seeing that the networks allowed no cash discount, and realizing that the elimination of cash discounts, if they had them, would increase their revenue, provided they could maintain their volume; gradually, one by one, cut them out until only about 20% of stations still allow the discount.

How to Get Sponsors

WHEN KHSL, Chico, Cal., invited five California businessmen to conduct a series of forum broadcasts on civic problems, the gentlemen were quite surprised by the considerable reaction to the first program. As a result they decided to buy the time for their own businesses and now each gives his own commercial on the forum.

"One of the factors lead... toward this elimination of ... discount by individual broadcast... has been said by some of them ... have been the Sales Managers Co... mittee of NAB, which is report... to have advised against it. At ... time, a few years ago, there w... quite an impetus toward elimi... tion, which may have been due ... this cause.

"A number of individual bro... casters have said to us that th... would follow the industry's lea... ership, which they considered to ... the networks, and the recommen... tions of the Sales Managers Co... mittee; that they individual... would be glad to allow cash d... count whenever it was the practi... of the industry.

"This situation might have go... on more or less indefinitely had n... one of the large magazine pu... lishers taken action. In his a... nouncement he gave as one of h... reasons that other important medi... were not similarly supporting th... advertising credit and financi... structure. He said privately to ... that his action would depend o... whether other media recogized the... responsibility in maintaining th... structure.

NBC and CBS Accept

"Within recent weeks, as yo... know, both the NBC and CBS ha... accepted the principle of cash di... count on their network billings. W... understand that as a result o... this action the Curtis Publishi... Co. is on the point of reviewi... its recent decision to eliminate ca... discount.

"In the newspaper field 1,598 ... of the 1,704 separately publish... newspapers allow 2% cash di... count; 106 newspapers do not. O... these, about 60 are papers of lar... circulations. In our recent contac... with them, they have frequen... pointed to the radio industry as n... allowing cash discount and ha... given this as a justification, if n... as a reason, for their failure t... support the industry financi... structure.

"In the light of the network... action, we expect soon to resp... this question with the leading new... papers.

"In view of the foregoing, ... would be most constructive on th... part of the NAB if it could tak... an official position favoring th... principle of cash discount for th... benefit of a sound financial stru... ture in the advertising busines... from which all would benefit—me... dium, agency and advertiser. The... would be no legal objection to su... action, in the opinion of our a... torneys. If any legal questio... should become an important fa... tor affecting your decision, w... should be glad to examine it furth... with you.

"You know, I believe, that th... Association of National Adverti... ers has recently taken an offici... position favoring cash discount, a... a protective and stabilizing influ... ence for all concerned."

BUY 5000 WATTS

on WHBF *now*

AT NO INCREASE IN RATES!

Cover a Booming Defense Center . . .

THE TRI-CITIES

Rock Island • Moline (Ill.) • Davenport (Ia.)

Urban Area Population—175,000

Daytime ½ MV population near two million—and climbing! Like a fast-growing youngster, this market calls for more food, more clothing, more products of every nature. It LISTENS to a voice with PRIMARY coverage . . . WHBF, and its 5000 watt coverage for 1000 watt rates. One of the first 75 of the nation's markets, the Tri-Cities merit PRIMARY COVERAGE consideration by advertisers who expect to do a good job. Write us for proof of WHBF *primary* effectiveness!

GROW *with* WHBF *and* MUTUAL!

WHBF — AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

KOA First in Sports

PGA ON KOA-NBC COAST-TO-COAST NETWORK

Direct from Cherry Hills, KOA fed an NBC nation-wide network a series of play-by-play accounts of the most interesting features of the recent PGA Tournament. Listeners everywhere were able to follow every development of this great golf classic.

FOOTBALL

Another football season is just around the corner and KOA microphones will bring play-by-play accounts of the top games of the University of Denver and University of Colorado. Following is the broadcast schedule, *another KOA exclusive:*

1941 KOA FOOTBALL SCHEDULE

September 29 . . . Colorado-Texas
October 4 . . . . Colorado-Missouri
October 11 . . Colorado-Utah State
October 18. Colorado-Colo. Aggies
October 25 . . . . . Denver-Utah
November 1 . . . . . Colorado-Utah
November 8 . . Denver-Utah State
Nocember 15 . . . . Denver-Hawaii
November 27 . . Denver-Colorado

SKIING KOA Winter Sports coverage included the 1941 National Downhill & Slalom Championships at Aspen, Colorado, and the annual Ad-A-Man Pike's Peak New Years Eve Climb.

TENNIS Notable among tennis activities covered exclusively by KOA, was the recent Colorado Open Tournament from the courts of the Denver Country Club.

TRACK Highlighting the Spring Sports special events schedule were the National Junior College Track and Field Championships and the Big 7 Conference Meet—both KOA exclusives!

COMPLETE SPORTS NEWS—AP, UP, & INS

The wires of the 3 Great Press Associations supply a constant flow of the very latest sports news around the calendar. Frequent interviews with visiting sports celebrities gives KOA Sports coverage unsurpassed. KOA is the *ONLY* station in the Rocky Mountain Region with the full leased wires of AP, UP, & INS.

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Rapid Expansion of AFRA in Past Year Is Outlined at Convention in Detroit

AMERICAN Federation of Radio Artists has grown from 10,500 to 12,000 enrolled members during the past year; has established new locals in such widely separated cities as Portland, Ore., Dallas and Washington, and in contrast to the 37 contracts AFRA had a year ago, it now has contracts "affecting 92 broadcasting stations, 270 advertising agencies and an equal number of producers of transcribed programs," and has issued "franchises to 256 agents who represent our members in the field of radio," Mrs. Emily Holt, national executive secretary of the union, told the delegates to AFRA's fourth annual convention which started Aug. 14 at the the Book-Cadillac Hotel in Detroit and was scheduled to continue to Aug. 17.

Bargaining Activity

Reviewing results of collective bargaining since the Augst, 1940, convention in Denver, Mrs. Holt reported that a breakdown in negotiations with the networks for a renewal of the basic network sustaining agreement led to mediation under the direction of William H. Davis, then chairman of the New York State Mediation Committee, from which "AFRA emerged with 18 contracts. These included the renewal of the basic network sustaining agreement on vastly improved terms and conditions, the renewal of the Code of Fair Practice for network commercial broadcasting, the acceptance of Rule 12 franchising agents and artists representatives, a contract for Chicago local commercial scales, and contracts for staff announcers at the several major stations in Chicago as well as renewals in New York. The Pacific Coast enjoyed a renewal of its regional commercial code and the establishment of its local commercial code."

Out of the mediation also came "that very significant factor", a common expiration date for AFRA's major contracts, which all terminate on Nov. 1, 1943, Mrs. Holt continued.

Then came the transcription code, which she described as "one of the most comprehensive and complete collective bargaining agreements which any labor union enjoys. It was the first of AFRA's contracts which recognized that the unit of bargaining is a national unit, the code applying "throughout the jurisdiction of AFRA and to all recordings made anywhere in the United States."

In addition to the national agreements, Mrs. Holt stated, AFRA negotiated new contracts with WJJD, WIND, WAAF, Chicago; KGFJ, KMTR, KFAC, Los Angeles; KXOK, KWK, St. Louis; WWJ, Detroit; KEX-KGW, Portland, Ore.; KYA, San Francisco; KRLD, Dallas; WOOD-WASH, Grand Rapids; WTAM, WHK-WCLE, Cleveland; WHN, WEVD, WNEW, WQXR, New York, and renewals with WCFL, Chicago; KMOX, KSD, St. Louis; WXYZ, Detroit; WRJN, Racine; WINS, New York; WLW, Cincinnati. AFRA also got special contracts covering sound effects men at the NBC, CBS and MBS Chicago stations and for staff announcers and sound effects men at NBC in New York.

The First Strike

A new contract at WIOD, Miami, was signed after AFRA had instituted Labor Board proceedings against the station for the dismissal of two announcers allegedly for union activities, one of whom WIOD reinstated with the other given 37½ weeks salary plus commercial fees he would have earned during that period.

AFRA also secured a contract at WKRC, Cincinnati, following a strike, the union's first, which Mrs. Holt reviewed at some length. The agreement with MBS, guaranteeing that in future labor difficulties with MBS affiliates AFRA would either achieve collective bargaining agreements, arbitrate points of difference or have the right to strike concurrently on local and network programs, was described by Mrs. Holt as the most important outcome of the strike, with Mutual's agreement during the strike to stop network service to WKRC as the "second consequence of direct importance".

Enforcing AFRA's collective bargaining agreements during the first seven months of 1941, AFRA locals have collected $58,990 for their members, Mrs. Holt reported, chiefly in New York.

A number of proposed amendments to the AFRA constitution were scheduled to be voted on by the delegates at the Saturday sessions. Chiefly concerned with the manner of electing board members, the proposals included increasing the number of board members from 50 to 60, the minimum remaining at 45; replacements of board members due to deaths or resignations to be made by the locals they represented instead of by the board as at present, giving the smaller locals more representation on the board, and altering the mechanics of nominating and electing the members. Other proposed amendments would deprive the board of the right to take any action contrary to that voted by two-thirds of the National Convention and would provide for financial administration by the national board of any locals which are not financially self-sustaining.

The new AFRA board for 1941-42 is as follows: William P. Adams, Ben Alexander, Edward Arnold, Norman Barry, Jack Benny, Theodore Bliss, True Boardman, Nelson Booth, William Brandt, John Brown, Alan Bunce, Eddie Cantor, Ken Carpenter, Lon Clark, Clayton Collyer, William T. Days Jr., Ted De Corsia, Eric Dressler, Philip Duey, Thomas Freebairn-Smith, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John K. Hughes, Raymond Jones, Carlton KaDell, Philip Lord, Ted Maxwell, Alex McKee, James Melton, Virginia Payne, Vincent Pelletier, Walter Preston, Alan Reed, Kenneth Roberts, Anne Seymour, Dan Sharbutt, Wayne Short, Matt Smith, Sam Thompson, Lawrence Tibbett, Lucille Wall, Lewis Wareham, Ned Wever, Tudor Williams.

KWTO Gets Fulltime

INCREASE to fulltime with a directional for night use was authorized to KWTO, Springfield, Mo., in an Aug. 12 decision of the FCC. Heretofore KWTO has operated with 5,000 watts daytime only on 560 kc. The grant was subject to such rules and policies as the FCC may hereafter adopt with respect to multiple ownership, KWTO being of the same ownership as KGBX, Springfield.

FIRST LONG-TERM contract in the first West Coast FM commercial station was signed last week by R. H. Alber (left), head of the H. Alber Co., Los Angeles agency, which started Aug. 17 for 52 weeks the *Old-Fashioned Revival Hour* under sponsorship of Gospel Broadcasting Assn. on K45LA. Observing contract signing are Wilbur Eickelberg (center, standing), sales manager of Don Lee Broadcasting System, operator of K45LA, and Lewis Allen Weiss, Don Lee general manager. Station, operating on 44.5 mc. went on the air Aug. 11 within more than a dozen sponsors. The 300-foot, 1,000-watt transmitter tower is located on top of 1,700-foot Mt. Lee overlooking Hollywood.

LAURIE YORK ERSKINE, noted for his *Renfrew of the Mounted*, on Aug 18 will make his debut on NBC-Blue as author-narrator of a five time weekly series titled *Adventure Stories*

Sales ARE IN THE BAG when WDZ LISTENERS ARE YOUR MARKET

WDZ presents your sales message to a potential audience of 1,189,890 prosperous listeners.

THIS flourishing market includes 504,447 urban and 685,443 rural listeners — 278,970 responsive radio families.

220,113 pieces of mail during 1940 (an increase of 31.5% over 1939) conclusively prove WDZ's pulling power.

WDZ serves a rich triple market! Retail sales from farm, industrial and oil incomes total $353,799,000.00 a year!

BARGER HEATING & APPLIANCE CO. says: ". . . am sure we have increased sales 200%. We have sold more refrigerators in the few weeks advertising over WDZ than all last year . . ."

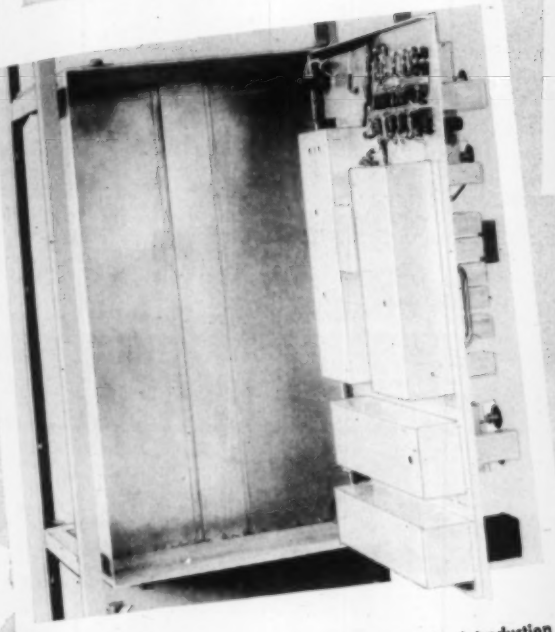
AMERICAN CO-OPERATIVE EXCHANGE, 665 Lake Shore Drive, Chicago ". . . the recent job you undertook for us was beyond fondest expectation. $37.50 brought us nearly 600 requests."

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

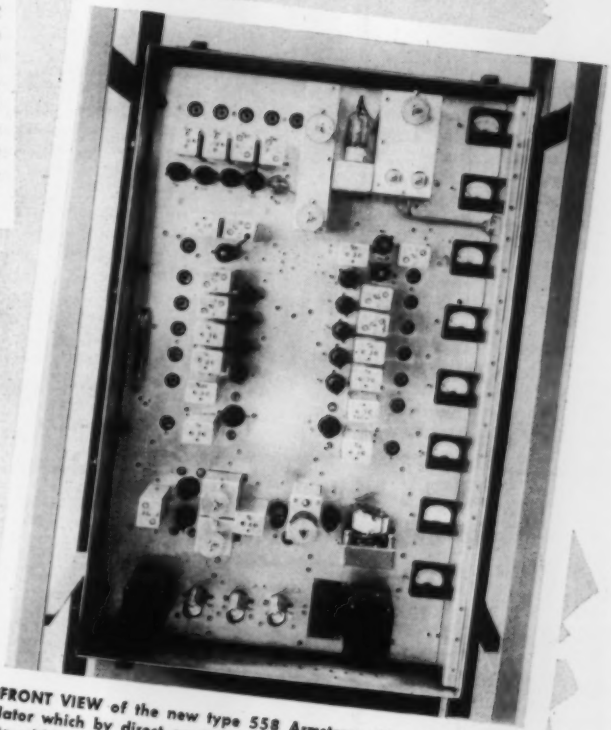
WDZ
★ WDZ BROADCASTING COMPANY ★

RADIO ENGINEERING LABORATORIES ANNOUNCES A COMPLETE NEW LINE OF FM "DL" BROADCAST TRANSMITTERS OF 100 TO 50,000 WATTS, FEATURING THE ENTIRELY NEW VERSION OF THE ARMSTRONG PHASE SHIFT MODULATOR

This new modulator is built directly into the 250 and 1000 watt basic transmitters so that either of these units can be used as a driver for amplifiers of higher power.



UNEQUALLED PERFORMANCE has resulted from the introduction of this new modulator—not theoretical but actual measured results—on the air—beyond all expectations. Panel swings out of its cabinet giving maximum accessibility to all tubes and tuned circuits.



FRONT VIEW of the new type 558 Armstrong Phase-Shift Modulator which by direct crystal control maintains frequency stability to within better than 200 cycles of the operating frequency. The noise level, including hum, is materially below 70 DB. Overall distortion less than 1%, and in the useful frequencies is less than .2 of 1%.

Since the beginning of FM, industry leaders have chosen REL FM equipment . . . outstanding broadcasters such as FM inventor Major E. H. Armstrong, John Shepard, Paul DeMars, Bill Scripps, Walter Damm, Clarence Wheeler, Roger Clipp, John Hogan, Dr. Manson. To protect your investment in FM, be sure to investigate REL's complete new line of DL transmitters before you buy.

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th Street, Long Island City, N. Y.

Phone, Ravenswood 8-2340 Cable "RADENGLABS"

Recess by House Delays Time Shift

Doubt Expressed That Action Will Be Taken This Year

WITH the House planning to observe a "vacation recess" from Aug. 18 to Sept. 15, it was indicated last week by Chairman Lea D-Cal.), of the House Interstate and Foreign Commerce Committee, that the committee will make no report on the pending daylight saving time legislative proposals until some time after Labor Day.

The House will take regular three-day recesses during the period, meeting briefly on Mondays and Thursdays only to vote further recess, and the Committee indicated it would hold no meetings during that time.

Congress Action in Doubt

Some doubt has grown up that Congress will take any action on DST at this session, since "fast time" now is being observed in most of the areas where it assertedly is needed as an aid to the defense effort, particularly in conservation of electrical power. It is thought in some quarters that since the ordinary DST season will be all but ended by the time Congress gets around to act on pending proposals, it will be passed over until next year.

On the other hand, it is believed that President Roosevelt's specific request for statutory authorization to establish daylight saving time when and where it is needed assures positive action early in the fall. In light of the recent DST hearings conducted by the House [BROADCASTING, Aug. 11], it appears that chances for establishing a universal DST system for the country appear slim. Despite considerable opposition to any plan for regional or "discretionary" DST observance, such as that proposed in the White House-sponsored bill introduced by Chairman Lea, it is thought such an Administration-backed proposal would prevail over several others, some of which were introduced by Republican members.

THE NOSTALGIC DAYS when father was a boy, when handlebar mustaches and bicycles-built-for-two were the vogue, are revived in *Those Were the Days*, sponsored on KMOX, St. Louis, by Griesedieck Bros. Brewery. In this family-group tintype of the turn of the century, BBDO agency officials join with the cast after the initial broadcast. Standing (l to r): Bonnie King as "Cindy Martin," soubrette; Lee Williams, BBDO, Chicago; Roy Shannon, Griesedieck advertising manager; Jim Douglass, KMOX producer; James Cominos, BBDO; Patsy Woodward, comedienne. Seated: Bert Granville, tenor; Harry (Pappy) Cheshire, m.c.; Bill Rader, comedian.

McLean's Zone Proposal

Meanwhile, Rep. McLean (R-N. J.) has indicated that he intends to introduce within the next fortnight a proposal to establish three time zones for the United States, replacing the present four zones. The first zone would extend roughly from the Atlantic seaboard to the Mississippi River, the second from there to the Rocky Mountains, and the third would roughly be equivalent to the present Pacific Standard Time Zone. In each of the proposed zones, time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, and would in effect eliminate all need for daylight saving time.

Aid to Broadcasters

From the broadcasters' point of view such a three-zone plan, operating on a standard rather than daylight saving time basis, probably would afford a remedy for the semi-annual programming headaches resulting from the present hodge-podge system of DST, it was thought, while regional observance of DST, or anything short of universal observance, probably would do more to aggravate than to alleviate the programming problem for radio.

Broadcasters have supported the move toward DST on the ground that since there is a growing extension of DST, universal DST appears to be the best answer to their problems. However, the industry also has indicated that basically it will support any system of universal time, whether daylight saving or standard, since the universal basis will solve their programming difficulties.

1. IT'S A SERIOUS PROBLEM IN DALLAS AND FORT WORTH.

Here are two important communities, within a few miles of each other, fanatically loyal to their own market, jealous of their individual supremacy and absolutely secular in their buying habits.

In order to sell BOTH these important Texas markets you must reach BOTH areas locally.

2. THE SOLUTION TO THIS UNUSUAL SITUATION!

The unique hook-up between station WRR, Dallas and KFJZ, Fort Worth enables advertisers to cover ***both*** markets, completely, individually and reasonably.

WRR and KFJZ are now full-time, day and night stations of 5,000 watts each. On different frequencies (WRR, 1310 K.C.—KFJZ, 1270 K.C.) with a powerful signal in their own and in each other's area, they definitely blanket both great trading centers. Both stations are affiliated with the Texas State Network and the Mutual Broadcasting System.

And ***both*** stations may now be bought at a price you would expect to pay for **one** station of equal power in a similar locality.

3. TWO BIG MARKETS — ONE PRICE.

Permanent lines connect WRR, Dallas and KFJZ, Fort Worth. Advertisers may use both stations simultaneously or at different times—at one talent cost.

Think of it—two full-time 5,000 watt stations for the price of one—and either together or at different times—and only one talent cost. An outstanding advertising value which no advertiser can afford to overlook.

NATIONAL REPRESENTATIVES

WEED AND COMPANY

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

WRR DALLAS

KFJZ FORT WORTH

5,000 WATTS
Day and Night

POWER INCREASES, SHIFTS IN CANADA

POWER increases and some frequency changes have been authorized recently for Canadian broadcasting stations, according to Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. Increases to 1,000 watts have been granted to CFCH, North Bay, Ont., along with a change in frequency to 600 kc.; CKUA, Edmonton, Alta.,, 580 kc.; CKTB, St. Catherines, Ont., 1550 kc.; CKNX, Wingham, Ont., 920 kc.; CKCO, Ottawa, 1310 kc.; CHRC, Quebec, 800 kc.

Increases to 250 watts have been granted to CJIC, Sault Ste. Marie, Ont.; CHLP, Montreal; CHGB, Ste. Anne de la Pocatiere, Que.; CHLT, Sherbrooke, Que.; CFOS, Owen Sound, Ont.

There have been no changes in call letters of existing stations and no licenses for new stations have been issued for the current fiscal year. Some applications for new licenses and further power increases upwards of 1,000 watts await the decision of the next meeting of the board of governors of Canadian Broadcasting Corp.

Plans for New WISR

PLANNING to begin operation early in September, James L. Cox, general manager of the new WISR, Butler, Pa., has announced the station personnel thus far selected. Mr. Cox comes to WISR from the West Virginia Network where he was assistant program director.

Program director is Everett H. Neill, onetime program director of KQV, Pittsburgh. Kiernan Balfe, formerly of WWSW, Pittsburgh, and WMMN, Fairmont, W. Va., has been named production manager and announcer. Lillian Schoen, graduate of U of Chicago with experience with several Pittsburgh stations, is continuity editor. Chief engineer is Clifford Gorsuch, formerly of WCED, DuBois, Pa. Studio and transmitter equipment has been purchased from RCA and a 300-foot Blaw-Knox tower has been erected.

PETER Q. NYCE, Washington attorney who had applied for a new 1,000-watt daytime station on 740 kc. in Alexandria, Va., across the Potomac from Washington, has amended his FCC application to ask for 250 watts fulltime on 1600 kc. with a booster amplifier.

Dear Friend—

Intimate? Yes, but a customary greeting on many letters to WBBM—this time from the farmer at the left and the druggist below. In this intimacy is a sometimes forgotten sales point. Brief but basic. More important today than ever.

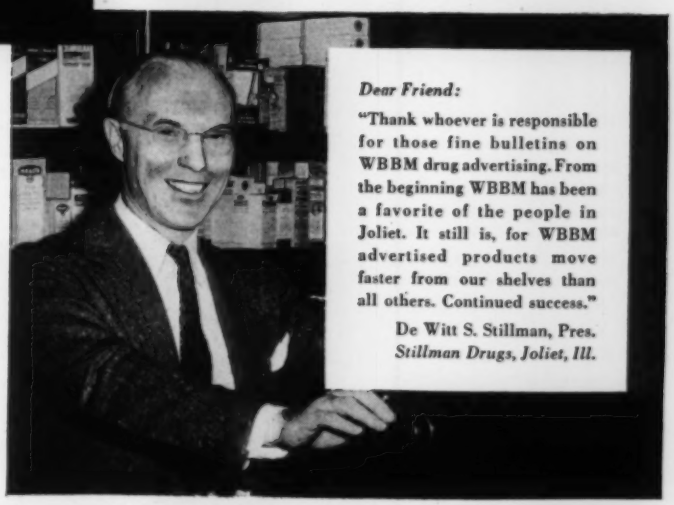
For over a generation WBBM has been a trustworthy companion entertaining over two million midwestern families. It has earned their confidence by carrying no questionable advertising. Converted showmanship into friendship. Forged mass friendships for companies which few other business gestures could have made.

For nearly a generation WBBM has been Chicago's leading station commercially. That's because WBBM delivers more to advertisers. The net result of a generation of keeping faith. Basically that is why—year after year since 1925—*most* advertisers seeking America's second market have chosen this single station . . .

Dear Friend—

"Thank those at WBBM who make it possible for us to obtain such valuable information and fun," pens Leslie Winslow, above, of Darlington, Wisconsin. We wish there were room for his full three pages of comment. May we mail you a copy? It shows how deep WBBM goes into the lives of its listeners.

WBBM, Chicago's most effective radio station.



Dear Friend:

"Thank whoever is responsible for those fine bulletins on WBBM drug advertising. From the beginning WBBM has been a favorite of the people in Joliet. It still is, for WBBM advertised products move faster from our shelves than all others. Continued success."

De Witt S. Stillman, Pres.
Stillman Drugs, Joliet, Ill.

WBBM

50,000 WATTS CHICAGO

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

Al. Bland

the popular comedian in "morn patrol"

To Hell With . . .

That would be a fine attitude for a national advertiser to take, wouldn't it? He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys*) that contains more radio families than any one of these important states . . . in fact, more than most any two of them combined. And do these people have money? . . . Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency, conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made

** A recent Hooper Survey shows that in the four major markets regularly covered by surveys, Los Angeles, San Francisco, Seattle, and Portland, Don Lee tied for first place among the top 14 Pacific Coast evening shows with 6 out of 14 firsts.*

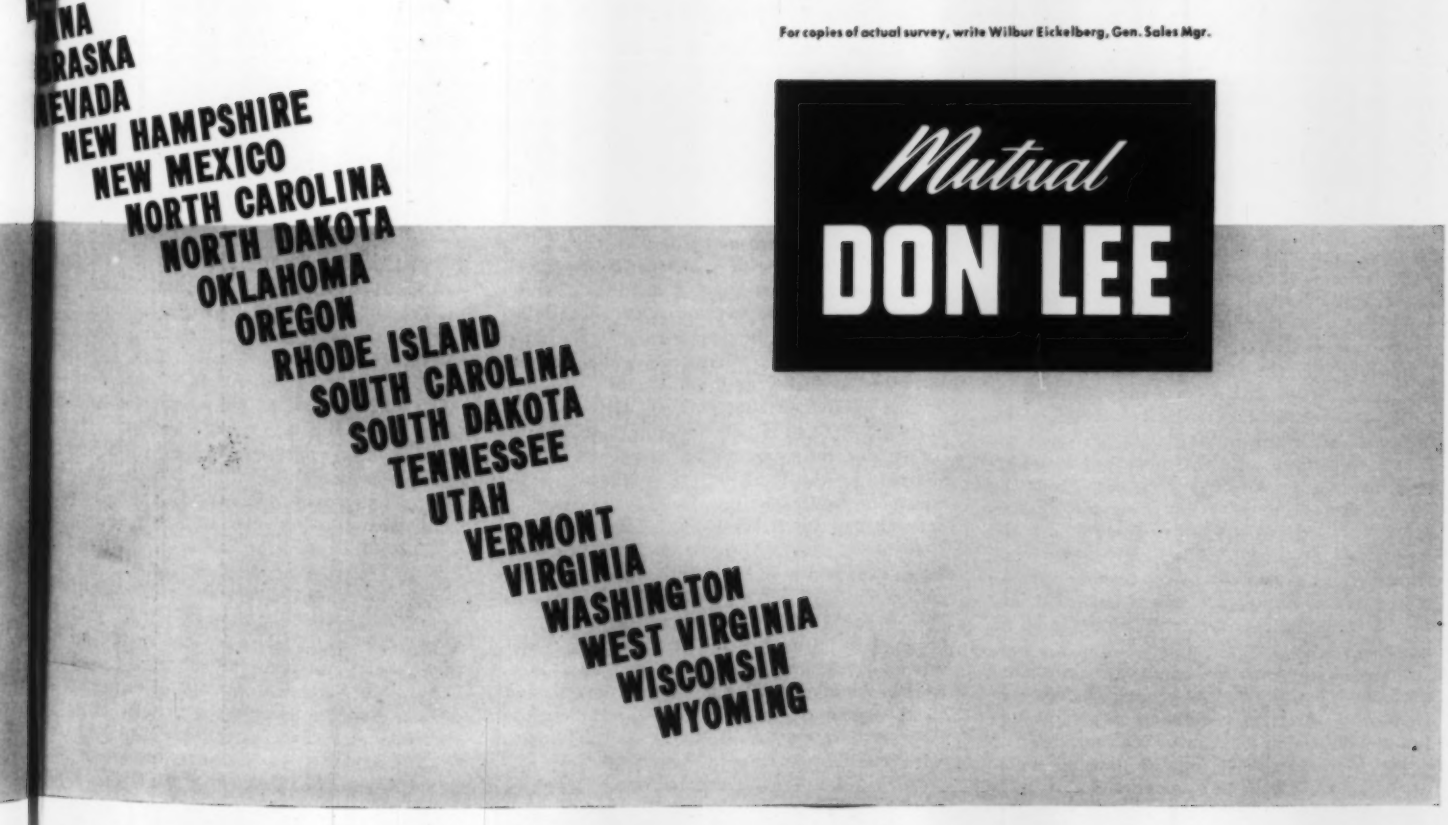
during two 5-day weeks, employing the regular coincidental methods uniformly and continuously. The following facts were established:

- **In one-third of the cities surveyed, at least 94% of the listeners were tuned to Don Lee.**
- **In one-half of the cities surveyed, at least 65% of the listeners were tuned to Don Lee.**
- **In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.**

In choosing your radio, be sure that your appropriation covers *this* market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000 dollar market.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., *National Representatives*

For copies of actual survey, write Wilbur Eickelberg, Gen. Sales Mgr.



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Broadcast Advertising

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They Let Her Down

WHEN A HOUSEWIFE goes to the trouble to buy a package, cut off the boxtop, write a letter, put on a stamp and mail it, the average sponsor can safely feel that one more consumer has at least a financial interest in his product.

At that point he can achieve good-will by politely, perhaps entertainingly, acknowledging receipt of the contest entry. Even a losing contestant is likely to harbor a certain amount of gratitude after receiving a pleasant form note or card bearing a suitable message.

Unfortunately, many national sponsors make the serious error of letting contest entrants go to the trouble and expense of following the contest rules without even sending them a note of acknowledgement. At the point where the consumer is full of hope, the sponsor lets him down without even a penny postcard.

If you've ever been on the listener's end of a contest, you'll know how millions feel when they are victims of this sort of promotional oversight. On another page, a "reformed" consumer researcher tells how she feels since abandoning the marts for homemaking. Her unhappy experience in entering contests offers several lessons to those who promote them.

Power to Destroy

IT IS ONE THING to tax profits—that is a basic concept of tax law—and higher taxes on corporate and individual earnings are to be expected in the light of our gigantic defense needs. But it is quite another thing to tax the sales and merchandising efforts that move goods and make profits possible.

Recognizing the inherent dangers in the proposed tax on radio time sales as well as outdoor advertising, practically all media are united in their determination to persuade the Senate to strike from the House-approved Revenue Act the provision levying imposts at the source. Instead of chortling over the discomfiture of their competitors, newspaper and magazine interests—in fact, the advertising fraternity as a whole—are as strongly opposed to the tax as the media directly affected, and they are joining in a solid front with radio industry groups to fight it.

The simple fact of the matter is that a movement has been afoot among certain governmental agencies, including the Treasury, to tax advertising expenditures as such, and already there has been talk of limiting managerial discretion in the amount of cost to be allocated to advertising. This tax may be the opening wedge; certainly it is discriminatory as between media, and certainly it would only be a short time before the taxable brackets are lowered, rates upped and other media included.

Recalling the genesis of the radio tax proposal with the Allied Printing Trades lobby, there is some comfort for radio also in the fact that labor unions, from the top down, have indicated their active opposition. Their printer cohorts obviously did their work all too well, disregarding the effects upon their brethren of AFM, AFRA, IBEW and the other unions supplying labor to radio. If this sticks, if radio is forced to cut corners, labor will be the first to feel its inevitable effects upon employment.

Volcano's Edge

RISING PRICE levels, threats of inflation, priorities for defense, new curbs on installment buying, dislocations of local industries and employment, proposed rationing of gas and oil, increases in all forms of taxation—all these will have their inevitable impact upon broadcasting as a business and upon radio as an advertising medium. Exactly how, it is impossible to predict at the moment. Sufficient to be aware that the broadcasting business, local and national, now enjoying a prosperity which everyone prays is not merely ephemeral, is inextricably interwoven into the economic and social fabric of the community and nation.

Add to these general domestic problems the prospect of more direct involvement in the war, with radio and its sponsors enthusiastically lending everything in their means to the promotion of the nation's dynamic defense effort, and the artificial restraints and untimely threats against present methods of broadcasting seem ironical if not downright subversive.

Consider the sequence of recent major onslaughts by the FCC majority: The network-monopoly report, the Senate hearings growing out of it and the current confabs looking to possible amelioration of some of its provisions; the newspaper-radio ownership "investigation," at present in a state of suspended animation until Sept. 17; and now the multiple ownership order, with its implications of forced sales and management upheavals not only if one "control" interests operates more than one station in the same community but also if common interests own stations in different communities with possible "overlapping" coverage.

Then add the sales tax burden imposed on upper-bracket stations by the House, and small

The RADIO BOOK SHELF

HOW THE FCC and the Defense Communications Board are "Guarding the Nerve Centers" of America, namely, its radio and wire communications facilities, is discussed in a chapter by that title in the book *America Prepares for Tomorrow: The Story of Our Total Defense Effort* [Harper & Bros., 612 p., $3.50]. Six observers close to the Washington scene contributed to the book, which details the national defense program. The contributors include William Dow Boutwell, radio chief of the U. S. Office of Education, and Pauline Frederick, assistant to NBC's Washington commentator, H. R. Baukhage.

FOURTH annual Spanish edition of the American Radio Relay League's *Radio Amateur Handbook* [A.R.R.L., West Hartford, Conn., $1] has just been issued. The 530-page Spanish version of the standard manual of amateur radio is produced by the editors of the magazine *Revista Telegrafica* of Buenos Aires under an agreement with the League. The A.R.R.L. is the headquarters society of the International Amateur Radio Union which in the last year has affiliated "ham" groups in Argentina, Brazil and Uruguay.

wonder that few broadcast executives are taking vacations this summer. With their eyes on Washington, most of them are spending more time with their lawyers these days than at their business desks.

On the economic side, the brightest ray of hope for sustained good business seems to be the assurance from economists that foods and drugs will probably be affected slightly if at all by the rationing of supplies for civilian-goods industries—and they happen to be the two big classifications of radio sponsorship. Too, the oil companies, major sponsors, indicate no intention of letting up in their advertising plans and we have direct word from Procter & Gamble, largest radio user, that it has no intention of curtailing advertising despite the problem of transportation.

On the regulatory side, there seems to be no staying the hand of the FCC unless it is done by Congress, where friends of radio are creeping up more and more to raise hope that the White and Sanders bills [BROADCASTING, Aug. 4, 11] to reconstitute FCC and redefine its powers will get due and proper consideration. Congressional action is slow and tortuous, however, and it may not come at all unless the Administration and members of Congress are made fully aware of the disruption and demoralization that will beset broadcasting if the crackdown element gets its way on all fronts.

These are days when first attention of broadcasters and regulators alike should be focused on defense requirements, on the maintenance of business stability so far as possible and on the continuation of employment. The broadcasters are willing, able and ready—and certainly they have demonstrated their remarkable ability to carry their load so far as morale-building and business-serving is concerned. They know that certain operating practices need remedying, but they know also that this isn't the time for radical and revolutionary and all-embracing reforms instituted suddenly and without regard to the larger public interest that radio serves.

We Pay Our Respects To —

HAROLD MENTON WHEELAHAN

A TALENT for the piano, a curious break and a capacity for perseverance account for the rise in radio of Harold Menton Wheelahan, manager of WSMB, New Orleans.

Today, a veteran at 45, genial Harold Wheelahan is credited with the complete transformation of WSMB from an obscure 500-watter to its present status as one of the South's leading 5,000-watt outlets. From a station with only four employes and a five-hour schedule daily, WSMB under Wheelahan has expanded to an 18-hour schedule with a fulltime staff of 23.

Born Jan. 26, 1896 in this same New Orleans, Harold's business career began at 15 when the death of his father forced his withdrawal from high school to become a breadwinner for the large Wheelahan family. His first job was as office boy and porter in a wholesale grain house at $4 per week, and he attended night school to study stenography. Ten months of this qualified him for a $9 a week position with a sheet metal firm. Within a year his proficiency and diligence graduated him to a $20 job with the Saenger Amusement Co., now the Paramount-Richards Co., motion picture theatre operators in New Orleans.

All the time he improved his spare time by attending night school at Tulane U. Here he won degrees in accountancy, economics, commercial law and business administration.

The Saenger Co. quickly promoted him to bookkeeper, statistician and assistant film buyer. By 1925 he was assistant to the treasurer of the company.

In 1925 the Saenger Co. decided to expand its operations and enter the radio field. With the Maison Blanche Store, it started WSMB in the attic of the store building under an agreement whereby the amusement company was to operate the station and appoint the manager. The dedication of WSMB on April 25, 1925 is well remembered by Harold Wheelahan, for he leaped into an emergency that really started him on his radio career. With just seconds until WSMB was to go on the air for the first time, the announcer asked the gathered high officials of Saenger's, among whom was Harold, to open the program. The executives, to whom radio was still an unknown mystery, were speechless. But Harold Wheelahan rushed to the piano and WSMB went on the air to the slambanging of Chopin's *Military Polonaise*.

After this first experience with radio, Harold returned to his ledgers and forgot about broadcasting. However, Saenger's executives didn't, for when they decided to reorganize and delve deeper into radio by enlarging WSMB, the managerial post was offered to the aggressive assistant treasurer. Though at first he wanted to decline the position in favor of his picture work, he felt his destiny was cut out for him in New Orleans rather than in New York, where the company's reorganization eventually would have placed him.

The year that followed vindicated his judgment. In that period Harold claims he put in the hardest work of his life. He reorganized the entire personnel of the station and rebuilt from the ground up. By the time a new studio was built atop the Maison Blanche and a new remote control transmitter installed, he had acquired a broad knowledge of radio.

It was the not-to-be-denied Wheelahan, after having his proposition of broadcasting the annual New Orleans Sugar Bowl football classic turned down by network officials, who went to New York and in three weeks dug up a sponsor and organized a network of 28 stations for the broadcast. NBC has carried the New Year Day games ever since.

Harold Wheelahan in 1919 married Ruth Bostick, a graduate of Newcomb College. They have five children, ranging from five to 20 years, to whom he refers as his "avocation."

Though he claims to have little time for recreation, Harold goes in for swimming and boxing when the occasion permits, and believes sports are a "must" of any radio station's schedule. Music also shares a place in his heart. Having mastered the piano at an early age, he has retained that talent by constant practice.

Harold is an active member of the local Rotary Club and the New Orleans Athletic Club, and is connected with several Mardi Gras organizations.

Personal NOTES

HARRY A. WOODMAN, formerly in the NBC station relations department, on Aug. 15 became NBC traffic manager, replacing B. F. McClancy, who has resigned to take an executive position with the Eaton Mfg. Co., Cleveland. Mr. Woodman will report to William S. Hedges, NBC vice-president in charge of stations.

MRS. FRED WEBER, wife of Fred Weber, MBS general manager, has returned home after a week in the New York Medical Center where she had a tooth removed which was threatening her eyesight.

RICHARD H. GREGORY, comptroller of Western Electric Co., New York, for more than 30 years and a director for over 20, on Aug. 31 is retiring from the company, and will be succeeded by S. Wallace Murkland, WE assistant comptroller since 1927, as announced following a meeting of the board of directors Aug. 12. Stanley Bracken, engineer of manufacture of the company and president of the Teletype Corp., a subsidiary, was also elected a director at the meeting.

NELSON POYNTER, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*, has resigned as director of the press section of the Communications Division of the Office of the Coordinator of Inter-American Affairs in New York.

EARL H. STRANDBERG, formerly assistant manager of KOB, Albuquerque, has joined KMYR, Denver, as traffic manager and copy editor and will work on production and publicity with Al Meyer, brother of the station's owner, William Meyer. Fletcher Trunk has joined the KMYR sales staff, coming from the Raymond Keene Adv. Agency.

HUB JACKSON, assistant manager of KTHS, Hot Springs, Ark., formerly with the Texas State Network, who assumed his duties May 14, is on a tour of agencies in New York, Detroit, Chicago, Kansas City, St. Louis and Memphis.

DONALD CHRISTIAN CRONIN, formerly account executive of Sidney Garfinkel Adv. Agency, San Francisco, has joined the sales staff of Photo & Sound, San Francisco.

SOCS VRATIS, formeerly of KUTA, Salt Lake City, has joined the sales staff of KGVO, Missoula, Mont.

DON STALEY, account executive, formerly of KLX, Oakland, resigned to join KFRC, San Francisco. He was succeeded at KLX by Carl Cronin, formerly of the advertising department of the *Oakland Tribune*.

TED R. WOODARD, formerly identified with the ownership and management of WMSL, Decatur, Ala., and recently with WOLS, Florence, S. C., has been appointed manager and commercial manager of WDAK, West Point, Ga., which on Aug. 8 celebrated its first anniversary. L. J. Duncan, chief owner, operates a chain of theatres and will devote most of his time to his other business enterprises.

ALFRED J. McCOSKER, president of WOR, and chairman of the board of MBS, have sailed on the *S. S. Kungsholm* with Mrs. McCosker and Mr. and Mrs. Sheldon Van Volen, their daughter and son-in-law, for a 12-day cruise to Central America. Upon their return, they will spend some time at Murray Bay, Quebec.

MORRIS MILLER, formerly special assistant to the director of defense housing of the Federal Works Agency and former assistant general counsel of the U. S. Housing Authority, has joined the Washington law firm of Dempsey & Koplovitz.

JACK CAMPBELL, who recently resigned as sales promotion manager of KPO-KGO, San Francisco, has joined KFRC, San Francisco, as national sales representative.

IRA AVERY, night operations manager of WOR, New York, whose hobby is pipes and their history, is author of an authoritative history of smoking pipes to be published this fall by John Heyward.

E. C. BUDDY, head of Television Productions, Los Angeles, has returned to the Coast after a three-week trip to New York and Chicago where he conferred with television producers and engineers. Klaus Landberg, engineer of the Allen B. DuMont Labs., has joined Television Productions, licensee of W6XYZ, Los Angeles, and subsidiary of Paramount Picture Corp.

JOE L. WALLACE, formerly with the advertising department of the *Pine Bluff Daily Commercial*, has resigned to join the sales staff of KOTN, Pine Bluff, Ark.

LLOYD E. YODER, manager of KOA, has been appointed radio chairman of the Colorado Defense Council.

W. A. (Burt) PATTERSON, formerly publisher of *Good Packaging*, western trade paper, has joined the staff of Photo & Sound, San Francisco transcription firm, as account executive.

PRESTON ALLEN, general manager of KLX, Oakland, Cal., has been called to active service mission as lieutenant commander in the Naval Reserve. He is headquartered at the Twelfth Naval District, San Francisco.

THEODORE GRANIK, conductor of the MBS *American Forum of the Air* is father of a baby boy, born Aug. 8 in Washington.

GEORGE MOSKOVICS, CBS Pacific network sales promotion manager, was chairman of the Aug. 12 meeting of the Advertising Club of Los Angeles at which he presented Edwin Hartrich, CBS foreign correspondent, recently returned from Berlin.

CLAUDE BARRERE, salesman of the NBC International Division, has been transferred to the sales staff of NBC's radio-recording department.

SAMUEL BICKNELL resigned Aug. 8 from the promotion department of WOR, New York, to join the sales staff of Francis H. Leggett Co., New York. He has been succeeded by Jack Mohler, 1941 Princeton graduate.

PUCK WENDLING, account executive of KVOE, Santa Ana, Cal., and Helen Weinert, of that city, were married July 19.

FRANK DANIELS, night manager of WBYN, Brooklyn, is the father of a boy born recently.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WPAT Staff Additions

NEW ADDITIONS to the staff of WPAT, Paterson, N. J., include W. Wallace Wilmott, formerly of WAAT, Jersey City, and Harold Kosut, formerly of WWRL, New York, as announcers; Richard Granville, formerly of WHBI, Newark, as salesman; Alys Kramer, former office manager of WRAK, Williamsport, Pa., as secretary to Edward Codel, WPAT general manager.

Mrs. Lewis Wins Medal

MRS. DOROTHY LEWIS, traveling representative for the NAB and the Radio Council on Children's Programs, has received the Medal of Honor from the National Society of New England Women for her "distinctive and pioneer work during the past year in making a survey of children's radio programs as a public service." As radio chairman of the Society, Mrs. Lewis had "ably represented and brought prestige to it," according to the citation.

. . . THERE'S ONLY ONE LOW-COST WAY TO REACH THE POCKET-BOOK POWER OF THE WHOLE, RICH, RED RIVER VALLEY—AND THAT'S WITH

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BEHIND the MIKE

ALAN M. FISHBURN, formerly editor of continuity of Broadcast Music Inc., has joined the NBC Central Division production staff in Chicago, replacing Maurice Wetzel, recently promoted to assistant production manager of that division. Before joining BMI in 1940, Mr. Fishburn did radio production work in New York, including among others the show *Your Family and Mine.*

MIKE FLANNERY, sports announcer of KOIL, Omaha, has enlisted in the Signal Corps of the Army Air Corps and is stationed at Jefferson Barracks, Mo. Kurt Sick, senior newsman of KOIL, has been drafted into the Army.

JOE WALTERS, announcer of KSFO, San Francisco, for the last six years, has been named program director of the new KFMB, San Diego, scheduled to begin operation Aug. 14.

DICK HOOPER, of the RCA television promotion department in Camden, has been named a judge of the Miss America Beauty Pageant in Atlantic City next month.

JOHNNY KOLBMANN, sports announcer of WHAT, Philadelphia, is the father of a recently born boy, his fourth child.

HECTOR CHEVIGNY, Hollywood radio writer, has sold an original story, "The Naturalization of Joe Mendoza," to *Liberty Magazine.*

THURSTON HOLMES, program director of WHOM, Jersey City, is the father of a girl, Margo Lee, born Aug. 4. The mother, Peggy Walker Holmes, former radio actress, is director of the Bergen County Players, a Little Theatre group.

CLARK GEORGE has joined the CBS Hollywood publicity staff, having been promoted from mail clerk.

BRUCE BARRINGTON, formerly editor and director of publicity of KXOK, St. Louis, is now stationed as executive officer in the office of the Adjutant General in Philadelphia.

JOHN CARNEY, who has been conducting the Friday night *Safety Parade* on WFMJ, Youngstown, has enlisted in the Army.

RALPH KNOW, announcer of WOWO, Fort Wayne, has joined the announcing staff of WIRE, Indianapolis. Margo Fargo, formerly radio studio director at Indiana U, has joined the program department of WIRE, and Lowell Trout and Harold Pugh have joined the technical staff.

BILL WALKER, special events director of KFJM, Grand Forks, N. D., on Aug. 17 married Inez Barbot of Grand Forks.

THOMAS NELSON, formerly of KSLM, Salem, Ore., has joined the announcing staff of KHSL, Chico, Cal. Bill Fisher, formerly of KYOS, Merced, Cal., has joined KHSL as continuity editor.

MARTIN BLOCK, conductor of the *Make Believe Ballroom* program on WNEW, New York, recently became the father of a boy, Martin Jr.

ED CAMPBELL, announcer of WSUN, St. Petersburg, Fla., is recuperating from an operation at his home in Auburn, N. Y., and expects to return to St. Petersburg next month.

JIMMIE STEVENS, newsman of WJR, Detroit, as a major in the Reserve, has been assigned to Military Intelligence in the Judge Advocate General's office and will report Aug. 20 in Chicago.

BOB CAFFEY, formerly of WLOF, Orlando, Fla., has joined the program department of WJHP, Jacksonville, Fla.

LARRY KEATING, announcer of KPO-KGO, San Francisco, on Sept. 15 joins the Hollywood announcing staff of NBC. He will retain his mail post on the *Professor Puzzlewit* program sponsored by Gallenkamp Shoe Stores, San Francisco.

DICK McKNIGHT, gag writer who assists in the preparation of the NBC Red *Hap Hazard* program, on Aug. 12 married Anne Marie Wylie in Chicago.

ASHMEAD SCOTT, Hollywood writer, will collaborate with Dick Atterbury in writing material for the weekly CBS *Bob Burns Show*, which starts about Sept. 19 under sponsorship of Campbell Soup Co.

ROBERT TURNER, U of Georgia student, and Ray McKay, student at Georgia Evening College, have joined the staff of WSB, Atlanta, as apprentices under that station's plan of developing new personnel.

RUSS WYLEY has joined the announcing staff of WLAC, Nashville.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Meet the LADIES

DAVID NAUGLE of Fort Worth, Tex., has joined the announcing staff of KRGV, Weslaco, Tex., replacing Frank Dent who has gone into the cattle ranching business in New Mexico. Lorraine Schaeffer, secretary to the Mercedes, Tex., chamber of commerce, has joined the continuity department of KRGV.

LOWELL WHITEMAN and Beecher Frank, guides of CBS, Hollywood, have been signed as announcers of KFMB, San Diego, scheduled to start operating Aug. 15.

HOMER CANFIELD has resigned from the Hollywood staff of Tom Fizdale Inc. to join Warner Bros. First-National Studios, handling unit exploitation.

JAMES ELLISON, CBS Hollywood director of guest relations, is currently in Mexico conferring with government officials and gathering information for student use in the Los Angeles County school system.

TERRY COWLING, formerly of WOV, New York, and WICC, Bridgeport, Conn., has joined the announcing staff of WCOP, Boston.

C. M. CARNES, formerly of KFEL, Denver, has joined the announcing staff of KFRO, Longview, Tex., replacing Merril Ash, who has gone to KPAC, Port Arthur, Tex.

TONY RANDALL, announcer of WTAG, Worchester, has been granted leave of absence to appear as "Marchbanks" in Jane Cowl's play, "Candida", to open Aug. 18 in Marblehead, Mass.

RALPH WILLIAMS, formerly of the *Columbus* (Ga.) *Ledger-Enquirer*, has joined the publicity department of WSB, Atlanta.

ALVIN MATHERS has joined the music department of WSB, Atlanta, as librarian.

CHARLES LUEDKE, former KGVO, Missoula, Mont., announcer, is now in the Army stationed at Camp Roberts, Cal.

GARY EVANS, announcer, formerly of KTAR, Phoenix, recently joined KJBS, San Francisco.

JACK PATTEN, program director of KSAN, San Francisco, recently became the father of a baby boy.

J. NEWTON YATES, KFAC, Los Angeles, staff organist, is the father of a 6½ lb. boy, born Aug. 6.

Ezra to Reappear

EZRA STONE, radio's *Henry Aldrich*, who was drafted into the Army July 23 [BROADCASTING, Aug. 4], will definitely be back as star of the program when it resumes Aug. 21, according to Young & Rubicam, New York, agency handling the show. Though the agency has not been informed exactly how it is to be worked out, they have been assured by Stone's agents that a plan permitting him to continue in the show has been worked out with officials at Camp Upton, Long Island, where Stone is stationed.

AUBREY WISBERG, former New York radio writer, with Ned Dandy, will do the treatment and screenplay of "The Boogie Man Will Get You," to be produced by Columbia Pictures.

MARY ANN LeMAY

ONE of Milwaukee's busiest radio women is Mary Ann LeMay, continuity writer, dramatic actress, and woman commentator of WISN, Milwaukee CBS outlet. She conducts two women's programs each day—*Mary Ann Presents*, on which outstanding guests of civic, educational and women's club activities are interviewed, and *Ann Leslie's Scrapbook*, on which she carries the pseudonym Ann Leslie, a participating commercial quarter-hour of information of interest to the homemaker. Miss LeMay also conducts the *Organ Treasures* program, a quarter-hour of organ music plus interviews with Milwaukee housewives on the merits of the sponsor's products, electrical accessories for the home. Mary Ann's initial appearance on the air was made at the age of 12, when she participated in a weekly dramatic series over a local station. Continuing her radio work through high school and nurturing her dramatic ability through a dramatic school course, she was well equipped to join the WISN Players in 1931. Two years later, she officially joined the staff as continuity writer and woman commentator.

Read Gets Commission

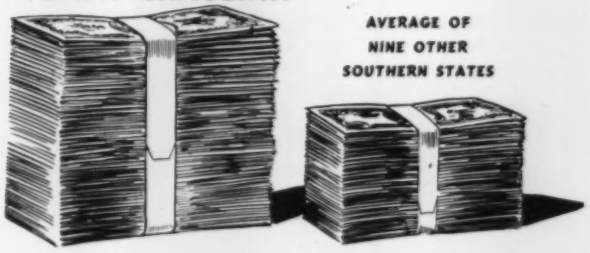
A. LOUIS READ, national sales manager of WWL, New Orleans, has been commissioned a lieutenant in the Naval Reserve, assigned to public relations. He received notice of his commission while in New York on station business and flew back to New Orleans to be sworn in Aug. 9. He will assist in directing the Reserve's radio publicity and relations for the Eighth Naval District.

EVERETT MITCHELL, m.c. of the NBC-Blue *National Farm & Home Hour*, is the interlocutor of a Dept. of Agriculture motion picture "Food For Defense", filmed recently in Washington, to be shown at farm meetings throughout the country.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
Source: — Department of Agriculture, 1940

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000.00 $133,256,000.00

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

WMBD THE HEART OF ILLINOIS

PEORIA • 5000-1000 Watts • CBS

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

KMOX
50,000 WATTS
ST. LOUIS
CBS

Agencies

CHESTER McCRACKEN, formerly scriptwriter of Benton & Bowles, New York, where he handled the Maxwell House coffee *Kate Hopkins* serial, and at one time managed the agency's Hollywood office, has joined the radio department of Pedlar & Ryan, New York, in a supervisory capacity.

LARRY HOLCOMB, radio director of Sherman K. Ellis & Co. Inc., has resigned, effective of Sept. 1, to devote his time to free lance radio directing and editing a magazine.

CLARE OLMSTEAD, onetime Hollywood radio executive of Young & Rubicam Inc., has joined the Orson Welles organization, Mercury Productions Inc., to be associated in the production of the latter's new CBS program which starts Sept. 15 under sponsorship of Lady Esther Co. Olmstead will also be identified with Welles' RKO film activities.

JAMES G. COMINOS, radio director of BBDO, Chicago, married Nancy Jane Watts on Aug. 9.

ERWIN, WASEY & Co., San Francisco, announces appointment of Joseph Jacobs Jewish Market Organization as merchandising and advertising counsel in the Jewish field for its Pacific Coast accounts.

WYNN ROCAMORA, NBC Hollywood program and talent sales department executive, resigns that post the end of August to join A. & S. Lyons Inc., Beverly Hills, Cal., in a similar capacity.

New L. A. Agency

E. J. POST Co., new Los Angeles advertising agency and radio production unit, has been established at 403 W. 8th St., with A. C. Norell as general manager. E. J. Post, for more than 16 years active in Southern California advertising and radio, is in charge of organization details. Ernest Bader, formerly Los Angeles manager of the Caples Co., and prior to that head of his own Omaha agency, is production manager. The firm is specializing in merchandising and business building campaigns.

ED RICE formerly of the production staff of J. Walter Thompson Co., Toronto, has been assigned to do the script of the new P. Ballantine & Sons show, starring Milton Berle and Charles Laughton, due to start on MBS Sept. 12 from Hollywood [BROADCASTING, June 30]. Phil Mygatt of the New York office, who replaces Rice in Toronto, will take charge of *The Family Man* and *Dr. Susan*, both originating in Toronto, and formerly handled by Rice.

JOHN DEL CARDAYRE, since 1928 copywriter of the Leon Livingston Adv. Agency, San Francisco, was given a farewell dinner at the St. Francis Yacht Club by the agency. He resigned to go East.

MARK O'DEA, president of O'Dea, Sheldon and Canaday, New York agency, has been named director of information of the U. S. Maritime Commission.

TOM HARRINGTON, Young & Rubicam Inc. New York vice-president in charge of radio; Gordon Cates, agency account executive, and Henry Stevens, Swan soap advertising manager for Lever Bros., have returned to their respective posts after Hollywood conferences on the new *Bacus & Allen Show* planned to originate from the West Coast in early fall.

W. B. RICHARD PEARSON, formerly of Davis & Pearson, has joined Cesana & Associates, San Francisco, as account executive.

DOROTHY ROBERTS, formerly of Lord & Thomas, Chicago, has joined J. Walter Thompson Co., Chicago, as assistant to Margaret Wylie, fashion buyer.

RUTH FARQUHAR, copywriter for Benton & Bowles, New York, for the last six years, has joined H. W. Kastor & Sons Adv. Co., Chicago, in a similar capacity.

Princeton Yields

ATLANTIC REFINING Co.'s exclusive contract with the Princeton Athletic Assn. for coverage of its 1941 football games marks the first time that institution has permitted sponsorship of broadcasts of its games. Campus publications since 1938 have urged commercial sponsorship as a solution to the school's declining sports income, which last season showed a deficit of $125,000. N. W. Ayer & Son obtained the contract, among others for the schedule of gridiron broadcasts it will handle for Atlantic on 77 stations [BROADCASTING, Aug. 11].

Pro Grid Sponsor

PFEIFFER BREWING CO., Detroit, has signed to sponsor broadcasts of all games this fall of the Detroit Lions of the National Professional Football League. The games will be broadcast over WXYZ and the Michigan Radio Network. Harry Wismer, who has broadcast the games in past seasons for WJR, will handle play-by-play. In addition to regular season games, Pfeiffer will sponsor at least five broadcasts from the Lions' training camp and all exhibition games.

FAA Meets in Cleveland

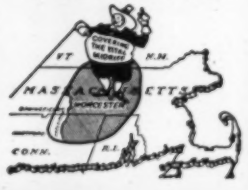
ALTHOUGH no formal speeches on radio are scheduled, the use of radio advertising by banks and other financial institutions will be discussed at the 26th annual convention of the Financial Advertisers Assn. scheduled Sept. 8-11 at the Hotel Statler, Cleveland. James McHannau, chairman of the board of Central National Bank, Cleveland, heads the Cleveland committee staging the convention.

JOHN E. PEARSON, station representative, has moved into permanent Chicago offices at 360 N. Michigan Ave. Telephone is Franklin 2300.

WTAG for All of Central New England

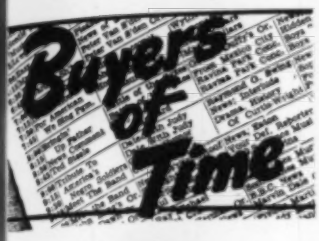
Central New England's retail merchants, 74% of them, named WTAG, when Hooper-Holmes asked, "What radio station would you use to advertise?" The field survey included independent and chain grocers and druggists, filling station and cigar store operators, general merchandise and department store owners and automobile dealers. These retailers are the first to profit from WTAG's complete coverage. They know that the largest audience response in Central New England springs from one station — WTAG.

WTAG
WORCESTER



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK



JOHN DAVID HYMES

ONE OF THOSE rare personalities who was reared in New York, who married his childhood sweetheart, Johnny Hymes, veteran timebuyer for the New York office of Lord & Thomas entered the radio picture back in his Haverford (Pa.) College days, managing one of the first amateur college stations, WABQ. Amidst his radio duties, Johnny found time to hold down a regular berth on the varsity football and basketball teams.

Graduating in 1930, Timebuyer Hymes first worked for AT&T, later for the Hearn and Macy department stores in New York City. In 1932 he took over the management duties of the CBS Artist Bureau's talent and band divisions. As manager and advance drumbeater for Paul Tremaine's Orchestra, he toured the 48 states in 1933. Bequeathing his one-night stand experiences to others, Hymes joined Lord & Thomas in 1934, has held forth there ever since.

Besides buying network and spot time, Hymes has written continuity, produced the *Cities Service* network show (1937-39), the Sophie Tucker Roi Tan Cigar show (1939). In 1940 he bought over $3,000,000 of radio time for Lord & Thomas clients: American Tobacco Co., Radio Corp. of America, Cities Service Co., Frigidaire, J. A. Folger & Co., M & M candy, Commercial Investment Trust, Bourjois Inc., RKO Theatres.

When asked about the fall radio outlook, Hymes advanced a highly optimistic appraisal for spot advertising with network activity remaining more or less constant.

John is married (Elizabeth Keith), has one daughter, Elizabeth, 13 months old. Hobbies are photography, tennis, golf. He is the 1941-42 president of the Radio Executives Club of New York.

HARMON SPONSORED BY FORD DEALERS

FIRST SPONSOR of Tom Harmon, the U of Michigan All-America football star who has been appointed sports director of WJR, Detroit, will be Ford Dealers of Michigan who have bought all eight games of the U of Michigan schedule. Having completed work on the Columbia Pictures "Harmon of Michigan" in Hollywood, Harmon is making a personal appearance at the Chicago Theatre before assuming his duties at WJR in early September.

In handling the Michigan games he will be assisted by Harry Wismer, former WJR sportscaster. The schedule begins Sept. 27 at Ann Arbor, with the Michigan State game, and the Ford dealers will sponsor both at home and abroad games: Oct. 4, Iowa at Ann Arbor; Oct. 11, Pittsburgh at Ann Arbor; Oct. 18, Northwestern at Evanston; Oct. 25, Minnesota at Ann Arbor; Nov. 1, Illinois at Champaign; Nov. 15, Columbia at New York; Nov. 22, Ohio State at Ann Arbor.

Spots Promote Baseball

CHICAGO National League Baseball Club is continuing placement of one-minute transcribed dramatizations on Chicago stations throughout the baseball season, promoting attendance at home games of the Cubs. Announcements are heard 5 to 14 times a day on WGN, WCFL, WJJD and WIND, Gary, when the team is at home. Columbia Recording Corp., Chicago, cut the transcriptions. Arthur Meyerhoff & Co., Chicago, is the agency.

Terminix Test

TERMINEX Co., Los Angeles (insecticide), in a brief test campaign which started in late July, is using a weekly five-minute sales talk on KMPC, Beverly Hills, Cal., offering free home inspection. Firm plans extension of radio coverage to include other West Coast stations if test proves successful. Agency is Chas. H. Mayne Co., Los Angeles.

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

Only Station Serving Greater New Orleans 24 Hours Daily . . .

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

Excuse us for shouting but . . .

OUR BOOM IS DIFFERENT

This old Southern gentleman — Charleston, S.C.— has shaved off his goatee, put aside his julep, rolled up his sleeves and . . . things are humming!

Sure, it's a defense boom *but it's different.* Our shipyards are jammed with orders; our ordnance plants are working night and day; our industrial scene has broadened and expanded beyond all previous concepts. A vast hydro-electric development is bringing new industries and still more families to Charleston in ever increasing numbers. The result: forgetting all about soldiers and sailors and marines, thousands of new *families* have moved into Charleston County *since the first of the year alone.* 4000 new homes have been built here in the last year . . . permanent residents — living here, making money here and spending it here . . . for everything that families buy!

Sales Management lists Charleston as a "national high-spot" . . . reporting 36% *greater* sales potential for this September than for 1940, which was a big year for Charleston merchants. That's one reason why America's leading advertisers have increasingly turned to WCSC—Charleston's oldest, most popular radio station. In network business alone 119% more quarter hours are sponsored on WCSC today than even as recently as January of this year. And that's not counting Fall business not yet in . . . including yours!

WCSC

CHARLESTON, S. C.

THE CBS STATION FOR THE COASTAL CAROLINAS

Represented nationally by Free & Peters, Incorporated

Merchandising & Promotion

Dollar Lure—In the Bag—Women to Meet—Armour Session—Chick's Achievement

A CAMPAIGN to attract defense payroll dollars for retail grocery sales was launched recently at a meeting of the secretaries of the State Food Associations of Ohio, Kentucky, Indiana and West Virginia, at WLW, Cincinnati. Known officially as the WLW Plan for Plus Food Sales, the campaign aims to induce the consumer to supplement his regular grocery purchases with luxury items. As pointed out by Will H. Oldham, director of grocer relations at WLW, research of his department indicates that the bulk of the increased spending being done by consumers is going into luxury fields.

* * *

Ten Pin Chatter

WEEKLY resume of bowling activity in the San Francisco bay area has started on KROW, Oakland, conducted by Lloyd Maddock of the *Oakland Post-Enquirer*. Scores, league standings, interviews and personal items comprise the programs.

Farm Market Talks

OUTDOOR farmers market is the origination point for a new series on WKBN, Youngstown. Wayne Johnson interviews the concessionaires regarding their produce, housewives are interviewed about their favorite recipe and then given a large basket of groceries and fresh meat for participating.

* * *

V For Victory

PUBLIC relations department of KLZ, Denver, is distributing bronze and black metal paper weights in the form of a "V" with the Morse for V and station call letters on the square base.

Auto Plates

NAME plates for automobile tags with the call letters of WNAX, Yankton, S. D., are being distributed by the local Chamber of Commerce calling attention to the 927-foot towers of the station now under construction.

* * *

In The Bag

GROCERS in San Antonio were recipients of a mailing piece from KTSA consisting of a miniature flour bag with a blotter inserted in the opening of the sack with the words, "It's in the bag". To read the remainder of the message the blotter has to be removed from the bag which shows the sponsor's program, time and station call letters.

Two WOR Women

CASE HISTORIES of the two outstanding women commentators at WOR, New York, have been issued as promotion booklets by the station—*Meet Martha Deane* and *Here's Bessie Beatty*. Tying in with the appearance this month of a new personality, Martha Young, behind the Martha Deane name, the book gives a history of the program, its sponsors, and its success since 1934. Letters from sponsors of Bessie Beatty's program are reprinted in the second presentation, with a summary of her activities and accomplishments during her first year on WOR.

* * *

WCKY at Food Show

TWO daily broadcasts will be made by WCKY during the Cincinnati Retail Grocers and Meat Dealers Pure Food & Health Exposition Aug. 19-Sept. 1, from the exposition grounds. Ann La Hay, woman's commentator, will present her daily *News About Women* show from the WCKY booth at the food show. Miss La Hay and Al Blank, pilot of the *Morn Patrol*, each afternoon will conduct interviews with women. On Aug. 28 and 29 the WCKY Studio Plane will be on exhibition.

* * *

Cards for Commentators

CONTINUING close cooperation with CBS, the *Los Angeles Times* placarded Southern California with more than 2,000 automatic newsboy announcements calling attention to its special feature as well as the five-weekly quarter-hour *Bill Henry* commentary on Pacific Coast stations of that network. Henry is sponsored twice-weekly on six CBS stations by American Chicle Co. (Dentyne) with the program sustaining for the balance of the week.

* * *

Lucky's Decennial

MAMMOUTH celebration in the Oakland Civic Auditorium before an audience of 15,000 was recently conducted by KPO-KGO, San Francisco, in honor of the tenth anniversary of the founding of Lucky Stores Inc., owners of 22 markets in Northern California. Admission to the festivities, which were broadcast, was by ticket, obtainable from the Lucky Stores, and the event was promoted by special announcements, displays and six special editions of the *Oakland Post-Inquirer*.

* * *

Tie-in With Rotos

WHEN the Minneapolis and St. Paul Sunday papers featured Duluth-Superior ore shipping in their colored roto sections, KDAL, Duluth, capitalized on them for a mailing piece. Captions on one of the layouts was "Shipping is King" and KDAL headed its own wrapper "More Power to the King!" by way of plugging its increase in power to 1,000 watts on a new frequency of 610 kc. The two roto sections from the paper, with the wrapper, constituted the mailing piece.

* * *

Building Up Farm Sources

ASKING farm listeners of WOWO, Fort Wayne, to write him about farm conditions in their particular locality and offering a copy of the *Farmer's Guide*, Jim Conway, conductor of the *Jim Conway Open* program of the *Indiana Farmer's Guide*, is gathering a more thorough knowledge of various farming conditions to use on his program.

Easy Pickin's:

Although more than one-fourth of the nation's cotton is grown in Texas, the millions of spendable income it provides are only a small contribution to the enormous agricultural wealth of the state. With approximately one-twelfth of the United States within her borders, Texas produces everything from winter wheat to tropical fruits.

And the richest part of this vast storehouse of nature is the Central and South Texas area—a great "horn of plenty"—with WOAI its most powerful advertising influence.

Yes, it's "easy pickin's" down here for advertisers who use WOAI to do a bang-up harvesting job.

AFFILIATE NBC
MEMBER TQN
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO

WOAI *San Antonio*
50,000 WATTS
CLEAR CHANNEL

Armour Dealers Confab

WHEN Armour & Co. began promoting its products on WGL, Fort Wayne, recently, a sales meeting was held in the WOWO-WGL studios, at which the purpose of the whole new Armour campaign was explained to some 40 Armour dealers by J. J. Jenkinson, district manager. Frank Webb, sales manager of WOWO-WGL, told the story of the radio campaign, punctuating his talk with playing Armour disc announcements, after which refreshments were served by Sue Gibson, conductor of *Sue Gibson's Notebook* on WGL, and Jane Weston, conductor of the *Modern Home Forum* on WOWO. Dealers attended the meeting from towns as far as 50 miles.

* * *

An Elaborate Job

THE WORK of M. C. (Chick) Allison, promotion manager, one of the most elaborate and complete station presentations ever issued has just come off the press as *The Story of WLW*. Profusely illustrated, it tells the story of WLW's technical setup, market, programs, staffmen and stars, news coverage, *Consumers Foundation*, *Homemakers' Revue*, rural program service, merchandising etc. Folded-in surveys and maps are also contained.

* * *

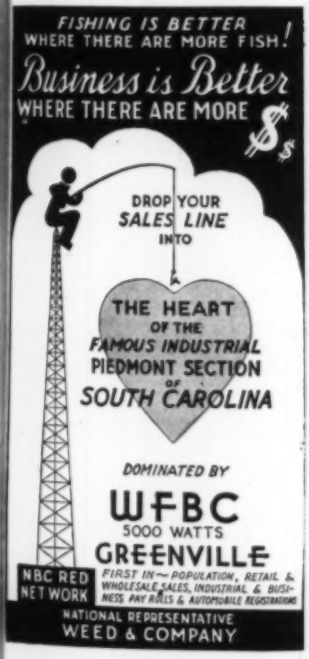
Spotless Richmond

BACKING the movement to make Richmond a spotless city, WMBG has distributed 5,000 window-cards through policemen and firemen calling attention to the program, *It's Your City*, a dramatic show designed to make citizens more conscious of their duty in beautifying the city.

* * *

WPEN Brushes

CAMEL HAIR brushes with an invitation to paint a peaceful picture are being sent to the trade by WPEN, Philadelphia. Message further admonishes that to paint a picture of clients, uncomplaining and satisfied with new high sales, the recipient should use WPEN as the brush.


FISHING IS BETTER WHERE THERE ARE MORE FISH!
Business is Better WHERE THERE ARE MORE $$
DROP YOUR SALES LINE INTO
THE HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE
NBC RED NETWORK
FIRST IN — POPULATION, RETAIL & WHOLESALE SALES, INDUSTRIAL & BUSINESS PAY ROLLS & AUTOMOBILE REGISTRATIONS
NATIONAL REPRESENTATIVE
WEED & COMPANY

WBIG Night

NIGHT baseball was sponsored Aug. 13 by WBIG, Greensboro, N. C., which distributed through local merchants special coupons entitling recipients to admission to the night game between the Greensboro Red Sox and the Richmond Colts in the World War Memorial Stadium in Greensboro for only 20 cents.

BROCHURES

KSFO, San Francisco—Description of the new *KSFO Home-Service Council* program with Gordon Owen as director.

WING, Dayton, O.—Pictorial booklet describing the station personnel, talent and coverage.

WOV, New York—New coverage map with outstanding programs.

THANKS, ARTHUR, says Brig. Gen. James A. Ulio (right), chief of the Army Morale Division, for the contribution of 750 records. Arthur Godfrey, commentator-humorist-vocalist of WJSV, Washington, made recordings of *You're in the Army Now* and an original composition, *Grandma's Minuet*, for Army camps, taking care of all expense. Godfrey is a lieutenant in the Naval Reserve and an honorary buck private in the Army, a rank bestowed recently at Fort Riley, Kan. This dual military role is declared by Army and Navy authorities to be unusual, except in case of the presidency.

New Patriotic Series Heard on 450 Stations

INSTITUTE of Oral & Visual Education, Washington, through its executive director, Thomas A. Sheridan, has announced release of a new series of recorded programs titled *Lest We Forget—Our Constitution*, fourth in the series being broadcast by more than 450 stations. At least 1,000 school systems are using the *Lest We Forget* recordings either on their own equipment or by arrangements with local radio stations, the Institute states.

The new series is composed of 26 quarter-hour transcriptions telling in dramatic form the background of the Constitution, the compromises necessary before adoption was possible, the Bill of Rights and other amendments, and some typical Supreme Court cases involving the Constitution.

MARGARET HADLEY STATON, former women's director of WEED, Rocky Mount, N. C., is author of an inspirational volume, *Let's Talk About You!*, published by Harbinger House, New York.

Have you ever lived a little

"Off the Beaten Path?"

If you live on a Midwestern farm, in a rural community or any place where all trains but the "two-a-day" local go right on thru, then—"This is WGN—A CLEAR CHANNEL STATION"—is your best contact with the world at large.

To many it means their only radio contact with major league baseball.

It means musical programs of unexcelled merit—the Chicago and Philadelphia Symphonies—The Operettas.

It means frequent news bulletins and concise news analyses by outstanding commentators—Raymond Gram Swing, Gabriel Heatter, Wythe Williams, Alan Scott.

"This is WGN—A CLEAR CHANNEL STATION"—means the only satisfactory and adequate radio reception to many rural areas in the vast Middle West.

WGN

Eastern Sales Office
220 E. 42nd St.
New York, N. Y.

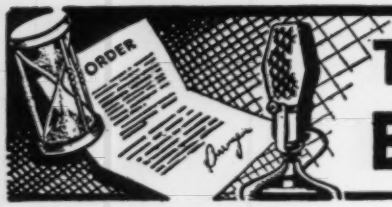
A Clear Channel Station

50,000 Watts • • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

M. Werk Co., St. Bernard, O. (soap), 12 *sa* weekly, thru Frederic W. Ziv, Cincinnati.
Procter & Gamble Co., Cincinnati (Ivory), 3 *ta* weekly, 10 *ta* weekly, thru Compton Adv., N. Y.
Macfadden Publications, New York (*True Story*), 15 *sa* weekly, thru Arthur Kudner Inc., N. Y.
Hurley Machine Co., Chicago (Thor washers), 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
Florida Citrus Commission, New York, 5 *ta* weekly, thru Arthur Kudner Inc., N. Y.
Studebaker Corp., South Bend (autos), 3 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Knox Co., Los Angeles (Custex), 2 *sp* weekly, thru Barton A. Stebbins, Los Angeles.
Canadian National Exhibition, Toronto, 10 *sa* weekly, 6 *sp* weekly, thru Cockfield, Brown & Co., Toronto.

CFCO, Chatham, Ont.

Imperial Tobacco Co., Montreal (Winchester cigarettes) 6 *sa* daily, thru Whitehall Broadcasting, Montreal.
St. Lawrence Starch Co., Port Credit, 24 *sp*, thru McConnell-Eastman, Toronto.
Tip Top Tailors, Toronto (clothing), 26 *sa* thru McConnell-Eastman, Toronto.
Swift Canadian Co., Toronto (feeds, concentrates), 159 *sa*, thru J. Walter Thompson Co., Toronto.
Dr. A. W. Chase Medicine Co., 284 *sa* thru Ardiel Adv. Agency, Oakville, Ont.
Federal Government of Canada, Ottawa, (Oil conservation), 2 *sa* daily, thru Adv. Agencies of Canada.
Eastern Steel Products, Toronto (farm equipment), 5 *sa* weekly, thru Cockfield, Brown & Co., Toronto.
Canadian National Carbon Co., Toronto (Batteries) 5 *t* weekly, thru Locke, Johnston & Co., Toronto.
National Feeds & Fertilizers, 3 *t* weekly, 25 weeks, thru Ardiel Adv. Agency, Oakville, Ont.

KMOX, St. Louis

Standard Brands Inc., New York (Fleischmann's Yeast), 60 *t*, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 2 *t* weekly, thru Compton Adv., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv., N. Y.
Griesedieck Bros. Brewing Co., St. Louis, 52 *sp*, thru BBDO, Chicago.

WINS, New York

America On Wheels Inc., New York (roller skating rinks), weekly *sp*, thru Klinger Adv. Corp., New York.
Columbian Protective Assn., New York (insurance), 24 *sp* weekly, thru Klinger Adv. Corp., New York.

KPO, San Francisco

Bosco Co., New York (milk amplifier), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Standard Beverages, Oakland, (soft drinks), 3 *sa* weekly, thru Emil Reinhardt, Oakland.

WOV, New York

Samuel Schlossman Co., New York (furniture), 6 *sp* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.
Bridge Apparel Shop, New York (furrier), 6 *sp* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.

WENR, Chicago

The Pen Man, Chicago (fountain pens), *sp* weekly, 8 weeks, thru United Adv. Cos., Chicago.
Olson Rug Co., Chicago, 9 *sa*, thru Presba, Fellers & Presba, Chicago.

KFRC, San Francisco

Standard Oil Company of California, San Francisco (petroleum products), 2 *sp* weekly (renewal), thru McCann-Erickson, San Francisco.
Standard Beverages, Oakland, Cal. (Par-T-Pak), 6 *sp* partic. weekly, thru Emil Reinhardt, Oakland, Cal.
Par Soap Co., Oakland, Cal. (soap), 6 *sp* partic. weekly, thru Tomaschke-Elliott Inc., Oakland, Cal.
Southern Pacific Co., San Francisco (rail transportation), 6 *sp* partic. weekly, thru Lord & Thomas, San Francisco.
Beneficial Casualty Co., Los Angeles (insurance), weekly *t*, thru Stodel Adv., Los Angeles.
Kellogg Co., Los Angeles (Kellogg's Ant Paste), 5 *sp* partic. weekly, thru W. C. Jeffries Co., Los Angeles.
Incelo Company, Chicago (Univex Moving Picture Camera), 12 *sp* partic., thru United Adv. Companies, Chicago.
Pacific Brewing and Malting Co., San Francisco (Wieland's Beer), 26 *sa*, thru Brewer-Weeks, San Francisco.
McIlhenny Co., Avery Island, La. (Tobasco Sauce), 24 *t*, thru Aubrey, Moore & Wallace, Chicago.

KSFO, San Francisco

Florida Citrus Commission, Tampa (fruit) 5 *ta* weekly, thru Arthur Kudner, New York.
American Cigarette & Cigar Co., New York (Pall Mall) 389 *ta*, thru Ruthrauff & Ryan, N. Y.
Southern Pacific Co., San Francisco (rail transportation) 33 *sa*, thru Lord & Thomas, San Francisco.
Sioux Steel Grain Bins Co., (grain bins) 6 *sp* participating weekly, thru Brewer-Weeks, San Francisco.
Homestead Baking Co., San Francisco (Hollywood Bread), 4 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
S. Martinelli & Co., San Francisco (Gold Medal Cider) *sp*, thru Brisacher, Davis & Staff, San Francisco.
H. C. Capwell Co., Oakland, Cal. (department store) *sa* series, thru Jewell Adv. Agency, Berkeley, Cal.

KHJ, Los Angeles

Los Angeles Daily News, weekly *sp*, direct.
McCauley Bottling Works, Los Angeles (soft drink), weekly *sp*, thru Cesana & Assoc., Los Angeles.
Sears Roebuck & Co., Los Angeles (retail), 30 *sa*, thru The Mayers Co., Los Angeles.
Pabst Brewing Co., Chicago, 5 *sa* weekly, thru Lord & Thomas, Chicago.
Schwabacher-Frey Co., Los Angeles (retail), 7 *sa* weekly, thru W. Austin Campbell Co., Los Angeles.
Vita-Pep Products Inc., Los Angeles (dog food), 3 *sp* weekly, thru Cesana & Assoc., Hollywood.

KMPC, Beverly Hills, Cal.

Douglas Oil & Refining Co., Los Angeles (oil, gasoline), 12 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Los Angeles.

WEAF, New York

Campbell Soup Co., Camden, 6 *sp* weekly, 20 weeks, thru Ward Wheellock Co., Philadelphia.

WGY, Schenectady

Bristol-Myers Co., New York (Minit-Rub), 12 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Florida Citrus Commission, Lakeland (fruits), 5 *sa* weekly, thru Arthur Kudner, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Agency, N. Y.
Kellogg Co., Battle Creek, Mich. (Pep), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Procter & Gamble Co., Cincinnati (ivory soap), 4 *sa* weekly, thru Compton Adv. N. Y.
I. J. Grass Noodle Co., Chicago (noodle soup), 3 *sp* weekly, thru Charles Silver & Co., Chicago.

WHO, Des Moines

Perfection Stove Co., Cleveland, 3 *sa* weekly, thru McCann-Erickson, Cleveland.
Great A & P Tea Co., New York, 16 *sa* thru Paris & Peart, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Histex Corp., Chicago (Histine), 3 *sp*, thru United Adv. Cos., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 312 *sp*, thru Sherman & Marquette, Chicago.
Michael Leonard Seed Co., Sioux City, Ia., 13 *sa*, thru Allen & Reynolds, Omaha.
Mantle Lamp Co. of America, Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

KQW, San Jose, Cal.

Tri Pak Gun Kit Inc., San Francisco (hunting supplies), weekly *sp*, direct.
Foster Milburn Co., New York (Doan's Pills), 2 *ta* weekly, thru Spot Broadcasting Inc., N. Y.
Denthol Co., San Francisco (mouthwash), 18 *sa* weekly, thru Ad Service Co., San Francisco.
Thompson & Holmes Ltd., San Francisco (Philco distributors), 72 *ta*, direct.
Shasta Water Co., San Francisco (Shasta sparkling water), 65 *sa*, thru Brewer-Weeks Co., San Francisco.
Sprouse-Reitz Stores, Oakland, Cal. (chain), *sp* and series of *sa*, thru Western Radio Productions, Oakland, Cal.

WMAQ, Chicago

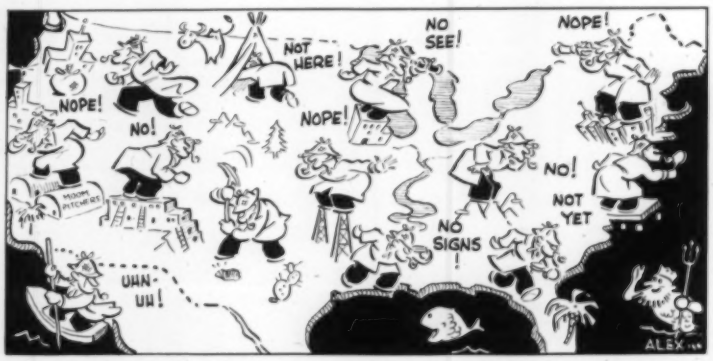
Reader's Digest, Pleasantville, N. Y., 26 *ta*, thru BBD&O, N. Y.
O-Cedar Corp., Chicago (polish, wax), 130 *ta*, thru H. W. Kastor & Sons Adv. Ag., Chicago.
Olson Rug Co., Chicago, 6 *sa*, thru Presba, Fellers & Presba, Chicago.
The Pen Man, Chicago, (fountain pens), 3 *sp* weekly, 8 weeks, thru United Adv. Cos., Chicago.

KARM, Fresno, Cal.

J. A. Folger & Co., San Francisco (coffee), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

WEEI, Boston

Reader's Digest Assn., Pleasantville, N. Y. (magazines), 26 *t*, thru BBDO, N. Y.



Hired market-finders in search of the promised land. The advertiser is desperate and the advertising agency cracks its whip, but, to date . . . no luck! Tsk . . Tsk!!

FULTON LEWIS NOW HAS 21 SPONSOR

WITH recent additions, 21 spo
sors on as many stations are n
buying the Fulton Lewis jr. Wa
ington news commentaries carr
five times weekly on MBS as a s
tainer available for local sponso
ship, according to William
Dolph, manager of WOL, Washi
ton, who is also Mr. Lewis' ma
ager. The list of stations and spo
sors follows:
KABC, San Antonio, Wolff & M
Dept. Store.
KALE, Portland, Ore., Pendle
Woolen Mills.
KDON, Monterey, Cal., National D
lar Store.
KFEL, Denver, American Natio
Bank.
KFJZ, Fort Worth, Mercer Distrib
ing Co.
KFRC, San Francisco, Hast
Clothing Store.
KOL, Seattle, William O. McK
(Ford dealer).
KSAL, Salina, Kan., Studebaker C
WMBL, Macon, Ga., Sterchi Furn
ture Co.
WBRK, Pittsfield, Mass., Rogers Je
elry Co.
WCOU, Lewiston, Me., Rogers Je
elry Co.
WRDO, Augusta, Me., Rogers Jew
ry Co.
WDSM, Superior, Wis., E. J. Bro
& Sons Candy Co.
WGH, Newport News, Va., The Wi
der Theatres.
WGRC, Louisville, Ky., Kentu
Home Mutual Life Insurance Co.
WHBF, Rock Island, Ill., Mod
Woodmen of America.
WJEJ, Hagerstown, Md., Bohm
Warne Co.
WLAP, Lexington, Ky., L. R. Co
Chevrolet Co.
WMPS, Memphis, Tennessee Bro
ing Co.
WMT, Cedar Rapids, Ia., Scott M
Intyre & Co.
WOL, Washington, Arcade Sunsh
Laundry.

Orson Welles Progra
Surrounded by Myste

LADY ESTHER Co., Evans
Ill. (cosmetics), replacing the c
rent *Lady Esther Serenade* on
CBS stations with a new vari
dramatic series featuring Or
Welles, Sept. 15, Mondays, 10-10:
p.m. (EDST), is permitting n
vance publicity to filter throug
the secret nature of the show.
Welles and Pedlar & Ryan,
York agency servicing the acc
are noncommittal, other than
format and merchandising wi
a radical departure.

Welles will participate as st
writer, director and producer. I
understood his 52-week contr
calls for blanket freedom to do a
thing he desires in the way of
tertainment. For publicity p
poses, Ernest Bachrach, and
Allen, RKO-Radio Pictures
CBS Hollywood photographers
spectively, "shot" Welles in
different poses during a solid fo
hour sitting.

BATTLE CREEK DRUGS Inc., B
tle Creek, Mich., and Consolida
Royal Chemical Co., in answers t
complaint issued by the Federal Tra
Commission, denied charges of fa
advertising and misarepresentation
BonKora, represented as a reduc
agent and treatment for obesity.
cording to an FTC announcement
Monday. The FTC last Friday order
G. Kruger Brewing Co., Newark,
cease certain representations in
sale of Ambassador Beer.

Radio Advertisers

TODD'S CLOTHES SHOP, Los Angeles (retail stores), on Aug. 18 starts a five-weekly quarter-hour late evening newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. In addition, the firm sponsors twice-weekly the quarter-hour *Let's Talk Over the News*, on KMPC, and utilizes a 15-minute early evening newscast, five times per week, on that station. Other Southern California radio is also being used with placement through N. J. Newman Adv. Agency, Los Angeles.

BARNEY'S CLOTHES Inc., New York, extensive user of radio in the metropolitan area, has recently renewed its contracts on WAAT, Jersey City, and WHN, New York, the former for two years and the latter for 61 weeks. Company sponsors several types of programs on each station daily through the week. It also has contracts running on WNEW, WOV and WINS, New York. Agency is Emil Mogul Co., New York.

OLD COUNTRY TROTTING Assn., Mineola, L. I. (race track), on Aug. 11 started a schedule of two spot announcements and four participations daily on racing programs, Monday through Friday, on WHN and WINS, New York. Harry Dube, New York, handles the account.

EAGLE VINEYARD PRODUCTS Co., San Francisco (Eagle and Baronet Wines) has obtained exclusive territorial rights to the *Famous Fathers* series, and on Aug. 18 starts it weekly on KYA, San Francisco, through Theodore H. Segal Adv. Agency, that city.

Overcoats in August

SCHWARTZ & GORDIN, Oakland men's clothier, is launching an overcoat sale in mid-August, using KROW, Oakland. Transcribed announcements carry winter sound effects such as blizzard winds, sleigh bells etc. Account is handled by the Theodore H. Segall Adv. Agency, San Francisco.

SUPREME BAKERY CO., Los Angeles (Town Talk bread), on Aug. 19 starts for 52 weeks, thrice-weekly the transcribed dramatic serial, *Dearest Mother*, on KECA, that city. Firm on Aug. 24 resumes for 52 weeks the transcribed *Superman*, five times per week on KECA, with the serial going thrice-weekly on KGB, San Diego. Hillman-Shane Adv. Agency, Los Angeles, has the account.

EASTERN STEEL PRODUCTS, Preston, Ont., (farm equipment) on Aug. 18 started transcribed spot announcements on CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CKPC, Brantford, Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CKNX, Wingham, Ont., and twice weekly market service on CFRB, Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

FORD DEALERS of Minnesota have extended sponsorship of the six weekly *Noontime News* conducted on WCCO, Minneapolis, by Cedric Adams, to the Northwest Network, including KDAL, Duluth; WMFG, Hibbing; WHLB, Virginia. Adams' *Evening Purity* news broadcast, also six times weekly, has been piped by WCCO to the Northwest Network since last April.

MARNEY FOOD Co., Huntington Park, Cal. (Marco dog food), on Aug. 15 started weekly announcements on K45LA, Hollywood. Contract is for 52 weeks. Firm, in addition, sponsors a thrice-weekly quarter-hour program, *Dave Lane*, on KNX, that city, as well as daily participation in *The Breakfast Club*, on KFAC, Los Angeles. Agency is Ivar F. Wallin & Staff, that city.

GENERAL BREWING CORP., San Francisco (Lucky Lager beer) on Aug. 1 started for 52 weeks *Lucky Lager Dance Time*, two-hour recorded series seven nights weekly on KFAC, Los Angeles. Sponsor also is using spot announcements on 16 California stations [BROADCASTING, June 16] and has added KYOS, Merced, Cal. Agency is McCann-Erickson, San Francisco.

ANDREW JERGENS Co., Cincinnati, Aug. 31 is renewing through Jan. 3, 1942, its contract for seven nights weekly sponsorship of *Just Music* on WQXR, New York, 11 p. m. to 12 midnight. The company also has signed for 52-week sponsorship of the transcribed musical program from Jan. 4, 1942 to Jan. 2, 1943. Agency is Lennen & Mitchell, New York.

UNIVERSAL ENTERPRISES, Los Angeles (Standard Brands paint), on Aug. 17 started sponsoring a weekly 45-minute program of recorded music, followed by a quarter-hour newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Other Southern California radio is planned. Affiliated Adv. Agency, Los Angeles, has the account.

HARLEY HOLT FURNITURE Co., Nashville, takes over sponsorship of Sammy Smith, known as the "Wandering Tunesmith", in a twice weekly series on WLAC for 52 weeks. Morris Department Store, with stores in Nashville and Old Hickory, Tenn., has contracted for a Western type program six mornings per week over WLAC.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

FOOTBALL GAMES AVAILABLE

on the "First in Sports" Station

St. Louis KWK, first in Sports in its Market, again offers Johnny Neblett and Johnny O'Hara broadcasting the football games which St. Louisans follow. The schedule includes Missouri and Illinois U as well as Washington and St. Louis U. World's Series exclusive, Mike Jacobs Fights exclusive and the incomparable Dizzy Dean, O'Hara and Neblett dominating the baseball audience fit the KWK Football Sponsor into a fifty-two week leadership in Sports.

SO EASILY MERCHANDISED

ST. LOUIS KWK

Reresented by Raymer

Football Broadcasts lend themselves to merchandising more readily than the average program. General Publicity to the Trade has above average Reader Interest and Distributor, Dealer and Sales Personnel are part of the actual station audience. Car cards and Newspaper tie-ins are particularly effective.

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), as part of its national campaign in selected markets, on Aug. 11 started sponsoring for eight weeks, the transcribed quarter-hour *Passing Parade* with John Nesbitt, commentator, thrice weekly on WBAP, Fort Worth, and WFAA, Dallas. Agency is Walter K. Neil Inc., Los Angeles.

NESTLES MILK PRODUCTS, New York (Nescafe coffee), on Sept. 15 starts a 12-week test with three quarter-hour participations weekly on the *Breakfast Club* on KFRC, San Francisco. Agency is Leon Livingston, San Francisco.

LOMA LINDA FOOD Co., Riverside, Cal. (Ruskets), recently started twice-weekly participation in the *Home Forum* on KGO, San Francisco. Agency is Gerth-Knollin, San Francisco.

MONTGOMERY WARD & Co., Oakland, Cal. (national mail order house), which closed down its plant for several months due to a strike, started a heavy campaign of spot announcements on KSFO, San Francisco, following settlement of the labor dispute and the reopening of its Oakland headquarters. Business was placed direct.

NUFIT LABORATORIES, Los Angeles (dental plate reline), out of radio for some time, has started sponsoring a twice-weekly quarter-hour dramatic program, *Confessions of a Corsair*, on KHJ, Los Angeles. Contract is for 52 weeks. Featured are the Celeste Rush Players. Agency is Stodel Adv. Co., Los Angeles.

SWERL PRODUCTS, Oakland, Cal. (laundry soap) recently started a series of announcements on KPO, San Francisco. Agency is Lord & Thomas, San Francisco.

All-Night Sponsor

LE ROY'S JEWELERS, Los Angeles, has started sponsoring the six-hour, midnight to 6 a. m. recorded program seven times weekly on KFAC, that city. Firm also uses an average of 63 time-signal announcements per week on KFI. A. Louis Paul Agency, Los Angeles, has the account.

MARLIN FIREARMS Corp., New Haven, Conn. (razor blades), on Aug. 11 started for 13 weeks sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Craven & Hedrick Inc., New York.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), through McCann-Erickson Inc., that city, in a 52-week campaign which started Aug. 1, is sponsoring a nightly two-hour program of recorded semi-classical music on KFAC, Los Angeles.

PACKARD DEALERS OF BROOKLYN are sponsoring a spot campaign of live announcements on WWRL, Woodside, L. I., WCNW, Brooklyn, and WOV, New York. Contracts run 8-10 weeks. Winston Adv. Agency, New York, handles the account.

P. LORILLARD Co., New York (Old Gold cigarettes), on Aug. 12 renewed *Clem McCarthy Sports Shows*, Tuesday, Thursday and Saturday, three times daily on WHN, New York. J. Walter Thompson Co., New York, handles the account.

TIP TOP TAILORS Ltd., Toronto (chain) on Sept. 9 starts dramatized spot announcement campaign thrice weekly on 30 Canadian stations. Account was placed by McConnell Eastman Co. Ltd., Toronto.

PACIFIC BREWING & Malting Co., San Francisco (Wieland's Beer), has renewed its spot announcement campaign currently on eight stations on the Pacific Coast. Agency is Brewer-Weeks Co., San Francisco.

FORT WORTH TRANSIT GRAIN & COMMISSION Co. has renewed its tri-weekly five minute *Farm Flashes* for 13 times on KGKO, Fort Worth. Agency is Southern Adv. Agency, Fort Worth.

HAPPY FEED MILLS, Memphis, and its local dealers are sponsoring the *Noonday News* on WCBI, Columbus, Miss., with Houston Cox handling the AP bulletins. WCBI also reports signing a schedule with Gulf Mobile & Ohio Railroad.

HAPPY BEGINNING for Gordon Owen's debut on KSFO, San Francisco, is reflected in the faces above. The smiles are occasioned by the signing of a contract to sponsor Owen by the First Federal Savings & Loan Assn. of Oakland. Owen replaces Galen Drake on the station, Mr. Drake going to Southern California. Left to right are Eric P. Dandy, general manager of Pacific Advertising Staff, Oakland agency handling the account; William J. Davis, president of First Federal, and Haan J. Tylver, KSFO sales manager.

MARGARET BURNHAM CANDY Co., Oakland (chain), has also started weekly participation in the *Home Forum* through Brisacher, Davis & Staff, San Francisco.

PHILCO RADIO & TELEVISION Corp., Philadelphia, has signed with WLW, Cincinnati, for six one-minute announcements a week for 13 weeks starting Aug. 11.

LOS ANGELES Pacific Macaroni Co., Los Angeles, has been sold to Golden Age Corp., Libertyville, Ill., a subsidiary of Grocery Store Products Corp., New York.

WCCO Revives "Tena"

WITH SAMPLE transcriptions in the hands of Radio Sales, Chicago and New York, WCCO, Minneapolis, is reviving the *Tena and Tim* series, offering the drama in five and 15-minute strips. In the new show, *Life With Tena*, Peg Beckmark, author and title actress, will again have the leading role, and Florence Murphy, Minneapolis freelance, will resume her original "Mrs. Hutchinson" role. New characters will be introduced from time to time. The story revolves about "Tena," the Scandinavian maid and the trouble she encounters with her employer.

THERE IS NO *Ceiling* in NORFOLK

Sales Opportunity goes HIGHER DAILY

★ NORFOLK IS *Now* LARGEST CITY in Virginia—in population and buying power, as of July 1! 50% GAIN in past 12 months. Quarter Million expected in 1942.

★ NORFOLK IS *Now* LARGEST MARKET on the Atlantic Coast south of Baltimore. Population of Norfolk Area now 532,400—and still climbing sharply.

★ NORFOLK *Now* LEADS IN SALES. Norfolk NEW CAR SALES up 76%! DEPARTMENT STORE SALES up 44%! First 5 months of 1941 over same period last year. Norfolk leads entire Fifth Federal Reserve District in Department Store Sales—next closest city trailing by 10%.

NOW 5000 WATTS DAY and NIGHT ★

For Finest Results on Now Schedules Include . .

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

COMPLETE NBC RED and BLUE SERVICE

Owned and Operated by Norfolk Newspaper, Inc. National Representatives: Edward Petry & Co.

Buy WING DAYTON, OHIO 5,000 WATTS Day and Night and get WIZE SPRINGFIELD, OHIO (BONUS STATION) TWO BIG MARKETS AT THE PRICE OF ONE NBC Red and Blue • National Representative PAUL RAYMER CO.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS DAY AND NIGHT COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Morgenthau Lauds Aid in Bond Sale

Praises Industry for Role in Promoting Treasury Drive

PRAISE for the important role that radio is playing in promoting the sale of U. S. Defense Bonds and Stamps was accorded last week to the entire industry when every radio station in the country was recipient of a letter from Secretary of Treasury Henry Morgenthau Jr., on the occasion of the bond drive attaining the billion dollar mark, thanking them for their excellent cooperation since May 1 in promoting the sale of U. S. Defense Bonds and Stamps. Secretary Morgenthau's letter reads:

"We of the Treasury Department are gratified to announce that the sale of United States Defense Bonds has passed the billion-dollar mark.

"To the broadcasting stations of the nation belongs a generous share of credit for this accomplishment. Their hearty cooperation has been of single importance in advancing the defense savings program.

Willing Cooperation

"The willing assistance of your station has enabled us to localize our activities in the area which you serve, and the defense savings message has reached the listeners through the familiar, friendly voices of your station staff with strongly convincing appeal. We are fortunate in having the benefit of this effective neighborly approach.

"The appreciation of the Treasury Department is extended to you for the time and effort devoted to the promotion of the defense savings program. You have the thanks of the Government for your patriotic interest in this enterprise so vital to national defense."

From April 28 to July 31 over a quarter-million announcements about Defense Bonds and Stamps were used by the more than 800 radio stations of the United States. In addition to this, thousands of special event programs have been presented by individual stations and networks during the first three months of the drive.

'Don Winslow' in Movies

SCREEN RIGHTS of *Don Winslow of the Navy*, cartoon strip by Frank Martinek, which has been adapted as a radio serial, have been sold to Universal Pictures, which will start production of a Don Winslow movie serial in the fall.

WMBG Sets Time

WITH Gov. James H. Price officiating, the master clock was advanced one hour at midnight Aug. 10 during the program *Timed for Defense*, thereby putting the official stamp of approval on Virginia's acceptance of Daylight Saving Time. Also appearing on the show were representatives of the Army, Navy, American Legion, Red Cross, State Chamber of Commerce and Junior Board of Trade.

SHASTA WATER Co., San Francisco (sparkling water) new to radio, has started an announcement campaign on three Northern California stations —KQW, San Jose; KMJ, Fresno, and KPO, San Francisco, using five spots weekly on KQW and one weekly on the others. Agency is Brewer-Weeks Co., San Francisco.

Toronto Exhibition Buys

CANADIAN National Exhibition, Toronto, on Aug. 13 started for two weeks spot announcements, studio programs and chain breaks three times daily or more on KDKA, WGAR, WGR, WJR, WHAM, WBEN and a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

Mennen Series Set

MENNEN CO., Newark, will start on approximately 90 NBC-Blue station, *Capt. Flagg & Sgt. Quirt*, a dramatic series adapted from the stage and screen play *What Price Glory* by Laurence Stallings and Maxwell Anderson. The weekly half-hour comic dramatic sketch, written for radio by John P. Medbury, will be presented Sundays at 7:30-8 p. m., and will advertise Mennen shaving products. Victor McLaglen and Edmund Lowe will portray the title roles. Agency is Russel M. Seeds Co., Chicago.

Rintoul Plans to Start In Stamford Sept. 10

STEPHEN R. RINTOUL, account executive with the Katz Agency, New York, reports that the 183-foot Lehigh tower of his new WSRR, Stamford, Conn., 250-watt outlet on 1400 kc. authorized by the FCC last February, is being completed. The station is to be dedicated about Sept. 10.

Having named Slocum Chapin, recently with World Broadcasting System and formerly with WOC, Davenport, and WKBN, Youngstown, as manager, Mr. Rintoul last week announced the appointment of George Backus, from KOY, Phoenix, as commercial manager; Bill Voss, from WOC, as program director; John Riley, from WELI, New Haven, as chief engineer.

ALBERT MORGAN, director of *The Studio Players*, dramatic group on WWRL, Woodside, N. Y., is writing a book, *So You're Going to Audition*, to be released in the fall.

SOON 610!
WSGN
Birmingham
September Moves to
610 kilocycles
The News Age-Herald Station

Everyone's

"SPEAKING OF BOOKS"

LISTENERS in 15 states and Canada have written expressing their approval of WGY's new program, "Speaking of Books." They approve because "Speaking of Books" is something different in radio shows. It's timely, entertaining, and educational—an opportunity for an advertiser looking for a program with unusual appeal.

Featuring the author of a national best-seller, and three outstanding literary critics, each week, "Speaking of Books" has already been host to such authors as Perry Burgess (*Who Walk Alone*), Alice Duer Miller (*The White Cliffs*), Viscount Gontran de Poncins (*Kabloona*), and Andre Maurois (*Tragedy of France*), to name only a few.

With the many book clubs, libraries, and bookstores in WGY's widespread market, the merchandising tie-ins for the program are almost unlimited. And yet "Speaking of Books" is a "natural" for almost any type of advertiser for the simple reason that it appeals to both book readers and nonreaders. Write today for details of this unusual radio buy. Contact WGY or any NBC Spot Sales Office.

Represented Nationally by NBC Spot Sales Offices

New York Boston Washington Chicago Cleveland Denver San Francisco Hollywood

WGY-48B

GENERAL ELECTRIC
WGY
50,000 WATTS SCHENECTADY, N. Y.

• *To Serve Well* •

The Broadcasting Engineer

CREI TECHNICAL TRAINING PAYS DIVIDENDS

to employees and employers

In more than 450 U. S. broadcasting stations you will find men who have been or who are now preparing to be better radio engineers with the aid of CREI systematic instruction.

CREI spare-time training has proven its worth over a period of fourteen years, by enabling students to increase their technical ability to the point where they are more valuable to themselves and to their employers.

By training men to become *better* radio engineers, CREI provides a definite, important contribution to broadcast engineering. CREI students and graduates are men of high calibre to whom you may assign added, important technical duties.

Today, there are more than 5000 professional radiomen preparing to be *better* radiomen by devoting their own time and money to CREI advanced technical training. Many of these men enrolled upon the advice and recommendation of their associates, their chief engineers and station managers.

Your recommendation of the CREI home-study courses to your associates will pay dividends to you and your technical employees.

We will be glad to send our booklet and complete details to you, or to any man whom you think would be interested.

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute

E. H. RIETZKE, *President*
Dept. B-8
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

Radio in The War Games

(*Continued from page 22*)

maneuver" no one can know that.

Also it must be remembered that in this type of maneuvers there will not be reserve units the broadcaster can call upon for specially enacted "drills", as has been the case previously. All units in reserve will be subject to call for action on a moment's notice and might be pulled into the front lines to stem an advance at the very time the broadcast was about to go on the air. Consequently, spectacular broadcasts from the maneuvers are likely to be of the recorded variety, while live broadcasts seem destined to continue to originate from permanent camp sites where troops have no worry about "enemy" forces.

But while spectacular shooting action appears likely to be limited, there are many interesting broadcasts which are certain to originate from the maneuvers, in addition to the straight news reports.

There are innumerable broadcastable features to be found and aired when 500,000 American troops gather for war games, move, eat, sleep and fight in sparsely settled areas, sufficient unto themselves in all these phases. The matter of eating is a story to be had from the Quartermaster corps, which does no fighting, but has a tremendous job on maneuvers operations. The problem of purified water for the troops is a fascinating subject, and proved an excellent broadcast during the recent byplace Tennessee maneuvers.

Past Experience

In the Tennessee maneuvers, part of which were free and uncontrolled, broadcasters and the Army learned much of what could be done successfully in broadcasts. There were programs of the troops at work and at play, in bivouac after military operations; broadcasts of chapel services in the field; programs built around the effect of the war games upon the sometimes bewildered, sometimes disinterested natives; broadcasts from convoys as they moved in blackouts; interviews with troops, selecting interesting soldiers and officers at maneuvers; quiz games conducted with the troops in bivouac; news broadcasts from correspondents stationed at various points in the field and at G-2 headquarters.

The broadcasts at the Tennessee maneuvers, however, were staged by only a few stations and over a limited period. But they proved to both WSM, which originated a majority of the programs, to WLAC and to WLW that maneuvers can be broadcast successfully.

Indeed, two of these stations, WSM and WLW, were among the first to be certified for coverage of the Louisiana maneuvers and each plans to send much larger staffs. Others requesting certification are WWL, KWKH, KTSB, WOAI, WHAS, WJDX. There will also be representation among the international shortwave stations, with special programs aimed at South America. One station is working out plans with one of the armies, which must remain secret, but which will prove highly interesting to both radio and the Army.

There will be ace news reporters, special events crews, news commentators, regular announcers and women commentators to tell the maneuver story via radio. Just how they will tell their story cannot be fully predicted now. For just as maneuvers, are a testing ground for the Army in actual war conditions, so with radio. At the maneuvers, radio will learn some of the things it can best do in the way of serving its public under war conditions.

DOCUMENT RECORDS AVAILABLE IN FALL

DOCUMENTARY recordings representing the first attempt in this country to show a comprehensive picture of various sections of America will be available to radio stations about the middle of October, according to Philip H. Cohen, director of the Radio Research Project of the Library of Congress, Washington and former New York director of the Office of Education, Radio Division. *America—Summer of 1941*, will be distributed on a cost basis, each station paying about $1.25 for each record of either quarter-hour or half-hour length.

The Radio Project, established the beginning of this year, has been working on a grant from the Rockefeller Foundation and additional funds from the Carnegie Foundation and additional funds from Carnegie Foundation, and to date has produced the NBC-Blue series *Hidden History*, and two recorded programs, *Books in the News* and *Hidden Ballads*.

Eight recording crews with complete sound outfits are touring the sections of America selected for the series, including recreation projects, defense centers, the TVA area and "Okie" camps. In charge of the group covering the TVA district in Alan Lomax, well known as director of folk music for the CBS *School of the Air* programs.

In making the recordings, of which there will be at least 10, Mr. Cohen stated that every attempt is being made to retain the original flavor of sectional dialects, customs and viewpoints, integrating them into relationship with the rest of the country through association with issues of current national importance.

Jewelry Test

DIAMOND JIM Co., Chicago, is testing five-minute recorded program five days a week on WAPO, Chattanooga, and WGAC, Augusta. Programs promote direct sale of Diamond Jim jewelry. Robert Kahn & Associates, Chicago, is agency.

YACHTSMAN'S SPECIAL is the new *Skipper Reports* program on WGAR, Cleveland, presented each week by Ted Hanna (left), assistant news editor. Each week the show originates at a yacht club or pier. Clubs have appointed correspondents to report to Hanna.

KIDDIES IN CHARGE
GM Juniors Provide Cast For WJIM Show

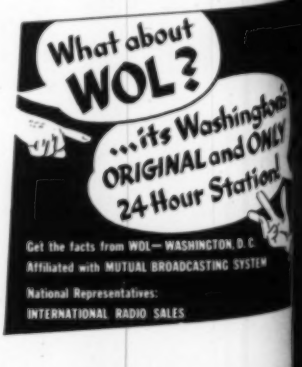
BACKED by the success of its first juvenile choir, WJIM, Lansing, Mich., will introduce a series of broadcasts this fall featuring a 200-piece ensemble composed solely of children of local General Motors employes. The half-hour program will start Oct. 5 for 26 weeks sponsored by the Olds Motor Works and Fisher Body units, under direction of Howard Finch, WJIM production manager.

The "kid show" to be known as *G. M. Juniors* will be composed of children between 10 and 15. They will handle the entire show even to the announcing. Performers will include a large chorus, boys' quartet, girls' quartet and soloists. All shows will be remote from the Olds Engineering Bldg.

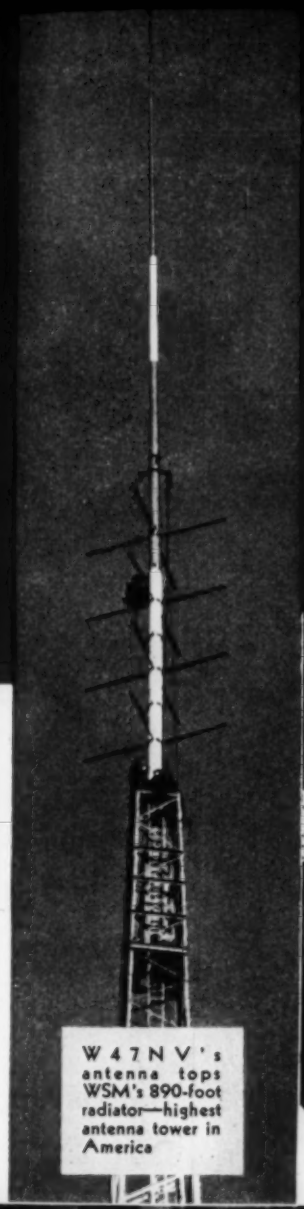
Hecht Lackey Is Named As Manager of WSON

HECHT LACKEY, now manager of WHOP, Hopkinsville, Ky., will become manager of the new WSON, Henderson, Ky., when that station goes on the air about Oct. 15 under the FCC grant of 250 watts daytime on 860 kc. last May to Paducah Broadcasting Co., licensee of WPAD, Paducah, as well as the other two stations. The company is controlled by Pierce E. Lackey, WPAD manager.

Ernest Lackey, like Hecht Lackey, a brother of Pierce, will assume the WHOP management and Ernie Pell, now an operator at WPAD, will become chief engineer. A Gates transmitter and speech input with a 300-foot Wincharger tower have been ordered.


What about WOL?
...its Washington's ORIGINAL and ONLY 24 Hour Station!
Get the facts from WOL—WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

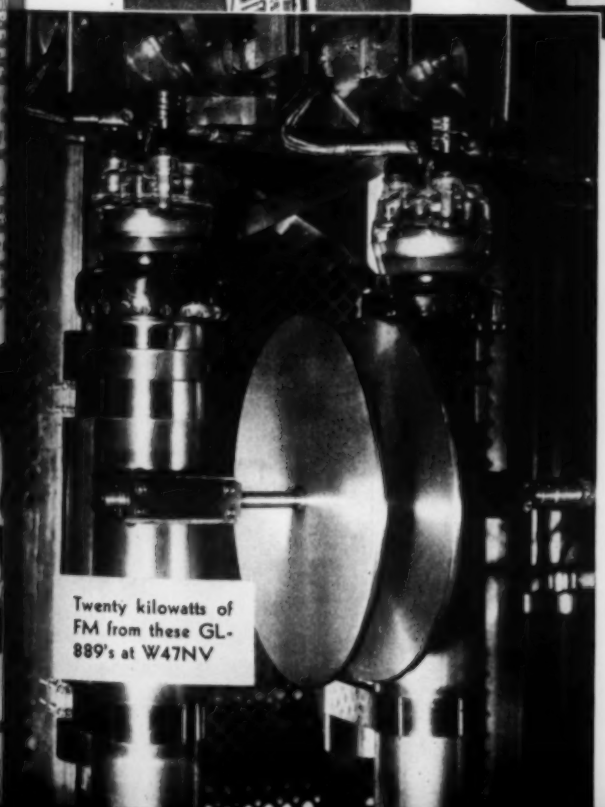
FM's First COMMERCIAL STATION Packs a 20-kw Wallop with GL-889's



W47NV's antenna tops WSM's 890-foot radiator—highest antenna tower in America

Mr. DeWitt, left, chief engineer of W47NV, and W. Crockett of the G-E Nashville Office talk over FM

"Tube Performance Highly Satisfactory," Reports Chief Engineer Jack DeWitt of Nashville's W47NV



Twenty kilowatts of FM from these GL-889's at W47NV

W47NV, operated by the National Life and Accident Insurance Company of Nashville, went on the air as the first commercial FM station March 1, and in June was granted full commercial status by the FCC. Read Mr. DeWitt's comments . . .

"We are operating at 20-kw output on a 10-hour-a-day schedule," he writes. "We have found the GL-889's to have excellent stability; they are easy to drive and to neutralize.

"We have tested both the regular and spare sets of tubes under operation conditions, and we find that the balance obtained with either pair is unusually good. All of the tubes have uniform characteristics, which, of course, is very important at FM frequencies.

"We have every reason to expect highly dependable service from them."

General Electric has transmitting tubes and a complete line of FM equipment to meet your needs. Get both through the nearest of the 80 G-E offices. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

161-21-8860

Press Barrier Opposed By Penna. Publishers

PENNSYLVANIA Newspaper Publishers' Assn., acting through its executive committee, has issued a resolution "that the Federal Government should not set up any barrier of any kind to prevent ownership, operation or use of radio, or any other great facility in the field of communication, by newspapers."

"On the contrary," reads the resolution, "every such aid and encouragement should be offered equally to all citizens regardless of whether they own newspapers or any other form of legitimate and useful enterprise." There are 17 broadcasting stations in Pennsylvania identified with newspaper ownership.

Congress Inaction Postpones Measures For Revision of Communications Law

DESPITE a temporary procedural lull, some possibility is still seen for enactment of a new communications law at this session of Congress. Although nothing will be done on the Senate side until the FCC proffers its comments and recommendations on the White Bill, and although House committee consideration of the Sanders Bill, in many respects paralleling the White proposal, will be delayed at least a month because of a "vacation recess" until Sept. 15, action of some sort appears likely before the end of the first session of the 77th Congress.

From Midair

NEVER-ENDING search of special events divisions for novel broadcasts is mirrored in an Aug. 5 decision of the FCC to WCKY, Cincinnati, granting special authority to operate relay station WBAF with a one-half watt transmitter for a broadcast jumper while in descent on Aug. 10.

With the FCC report expected within a matter of days, following routine reference of the new White Bill to the Commission for official study, analysis and recommendations, Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, made no further move during the last week toward appointing a subcommittee to conduct hearings on the measure. Senator Wallace H. White Jr. (R-Me.), author of the measure designed to reconstitute and reorganize the FCC, has been at his home in Maine, and it is probable Chairman Wheeler will make no move until his return.

Sanders Bill Pending

It appears also there will be no immediate action by the House Interstate & Foreign Commerce Committee on the second FCC "ripper" bill now pending in Congress, introduced Aug. 5 by Rep. Jared Y. Sanders Jr. (D-La.). With the House observing a "vacation recess" from Aug. 18 to Sept. 15, Chairman Lea (D-Cal.) has indicated that his committee will not meet during the period. He has given no indication when the matter of House hearings on the Sanders Bill might be taken up after the committee reconvenes. It is expected that House and Senate hearings on the bills will not be held concurrently, since they are closely parallel, and it is believed the Senate proceedings will start first.

Hearings will be authorized on Senator White's bill (S-1806) it is thought, since Congress, particularly the Senate Interstate Commerce Committee, has shown an increased interest in radio regulation aroused by the charges levelled against the FCC during the June hearings on the White Resolution still pending before the committee. Presumably a subcommittee of five, including three Democrats and two Republicans, would be named by Senator Wheeler, perhaps with himself as chairman [BROADCASTING, Aug. 4].

The Sanders Bill (HR-5497), which generally follows the theme of the White measure as to organization of the Commission, is based largely on recommendations made by the Federal Communications Bar Assn. The bill also proposes a series of studies looking toward suppression of FCC activities in fields not assigned it by statute [BROADCASTING, Aug. 11].

Baseball School Begun By KXOK Commentator

MORE than 700 youngsters under 17 turned out for the initial session of the baseball school being conducted by "Gabby" Street, former manager of the St. Louis Cardinals and Browns and now baseball commentator of KXOK, St. Louis.

School is being cooperatively sponsored by the University City Board of Park Commissioners and the WPA. Boys register free for the training and are taught the fundamentals of the game. During the last two weeks in August they will participate in league play. Street has arranged for several major league stars to assist him in conducting the sessions at Hemsath Park.

Recording Co. Campaign

COLUMBIA RECORDING Corp., Bridgeport, Conn., anticipating increased activity in the use of transcriptions and spot radio announcements during the coming fall and winter, has launched an advertising and sales promotion campaign stressing the availability of ultramodern transcription recording equipment at its studios in New York, Chicago and Hollywood. The campaign, using trade papers and direct mail addressed to key advertising agencies throughout the country, will highlight agencies and clientele now utilizing CRC's facilities for electrical transcriptions, recording and manufacturing.

DENYING a motion for indefinite postponement, FCC Commissioner Walker has set for Sept. 29 the rival applications of Scripps Howard Radio and Texas Star Broadcasting Co. for new stations in Houston.

WE CAN PROVE

. . . that the Charlotte Market is the Nation's finest test market.

. . . that WSOC has a potential audience of over a million and a half people.

. . . that these people are spending $321,075,000 a year, and that, if they wanted to, they could spend $529,764,000.

. . . that your share of that $200,000,000 excess income can be turned into sales by the mere touch of your pen on a WSOC contract.

Ask Headley-Reed Company for details. They have the complete details on the NEW WSOC. Or write Radio Station WSOC, Charlotte, N. C., for your copy of "New Facts for Time Buyers".

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

AGENCY Appointments

MORNING MILK Co., Salt Lake City (dairy products), to Jean Scott Frickelton Agency, San Francisco. Firm, which has plants in Stockton, Cal. and Sunnyside, Wash., plans to use radio in the Pacific Northwest and later on various stations in the Western States.

U. S. GLASS Co., Tiffin, O., to Miller Agency Co., Toledo.

STOMAR PRODUCTS, Kansas City (corn remover), to I. B. Wasson Adv. Co., Kansas City. Said to use radio.

UNION FOOD PRODUCTS, Brooklyn (Susan Baker soup concentrates), to W. I. Tracy Inc., N. Y.

EGAN, FICKETT Co., New York (citrus fruit), to W. I. Tracy Inc., N. Y. Said to use radio.

CARNATION-ALBERS Co., Seattle (fresh milk and ice cream), to Lord & Thomas, San Francisco.

FRUIT FREEZE Co., Oakland, Cal. (fruit freeze) to Ad Service Co., San Francisco. This is a new product and an extensive radio campaign is planned in San Francisco.

WEST COAST CONSTRUCTION Co., Beverly Hills, Cal., (home builders, remodelers), to T. Tyler Smith Adv. & Merchandising, Hollywood. Will use Southern California radio.

CANADIAN INDUSTRIES Ltd., Montreal (paint and varnish division), to Ronalds Adv. Agency Ltd., Toronto.

NYLON Inc., Los Angeles (powdered cleanser for Nylon fabrics), to Chas. H. Mayne Co., that city. Plans extensive fall campaign. Currently testing on KFI, Los Angeles, with twice weekly participation in *Art Baker's Notebook*.

LEIGH COSMETICS Inc., New York, to Redfield-Johnstone, N. Y. May use spot radio.

WDSU, WAYS NAME WEED FIRM AS REP

WEED & Co. has been appointed to represent WDSU, New Orleans, in the national field, according to announcement Aug. 13 by P. K. Ewing, general manager. The Weed firm has also been chosen to represent the projected new WAYS, Charlotte, which will operate with 1,000 watts on 610 kc. and which is scheduled to begin operation about Oct. 1.

According to B. T. Whitmire, manager of WFBC, Greenville, S. Co., and part-owner of the new WAYS, no personnel plans have yet been made. WAYS was authorized last April by the FCC to Inter-City Adv. Co., in which equal stockholdings are held by Mr. Whitmire; George W. Dowdy, merchant and president of the North Carolina Merchants Assn., and Horton Doughton, merchant and son of Rep. Robert Doughton (D-N. C.), chairman of the House Ways & Means Committee. Harold Thoms, owner of WISE, Asheville, will also be taken into the corporation as a 25% stockholder.

Pillsbury on Blue

PILLSBURY FLOUR MILLS Co., Minneapolis, has decided *The Musical Millwheel* as the title for the quarter-hour program which will be broadcast Thursday through Sunday 9-9:15 a.m. on 44 NBC-Blue stations starting Sept. 11. The program, which will promote Pillsbury's Best Flour and Pillsbury's Farina, will feature Walter Patterson and a trio of the King's Jesters to be identified as the Pillsbury Besters. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago.

JUMBO DOUGHNUT (bottom) and birthday cake containing grass and wax worm greeted Irwin Johnson (left) and Russell Canter as they celebrated the first anniversary of the *Early Worm* program on WBNS, Columbus.

Denthol Series

DENTHOL Co., San Francisco (New Miracle mouthwash), using radio for the first time, recently started a five-week test campaign using four spot announcements daily on KHUB, Watsonville, Cal., and three spots daily on KQW, San Jose, to advertise its new product. Two or three San Francisco stations will be added to the list when the current test is concluded. Ad Service Co., San Francisco agency handling the account, reports that as result of the test to date there has been an 85% placement in stores in the areas served by the two stations.

WDZ Staff Changes

RECENT CHANGES announced at WDZ, Tuscola, Ill., are: William Shaw Knapp, formerly of the *Pontiac Ledger*, Pontiac, Ill., has been added to the sales staff of WDZ succeeding Robert B. Harrington, who has joined WSVA, Harrisonburg, Va. Mr. Harrington recently married Margaret Ann Love, formerly continuity director of WDZ. Wip Robinson, announcer, who has joined WMMN, Fairmont, Va., has been succeeded by Doc Conover, Bloomington, Ill., veterinarian, new to radio. Bernie Neher, engineer, has joined KRNT, Des Moines.

"What! You didn't know WFDF Flint, Michigan is 1000 watts on 910 with NBC Blue and Michigan Networks!"

for sale

. . . the attention and goodwill of thousands of listeners to the eleven Chicago Bears football games to be broadcast over Station WENR Sunday afternoons, September 28th, through December 7th.

NO team in either of the two professional football leagues has matched the high-powered, high-scoring CHICAGO BEARS—the most colorful team in football, the 1940 Champions.

The Chicago Bears drew 25% of the paid attendance of the entire league—an outstanding testimonial to their popularity with grid fans. For every person who saw one of the games, thousands of others heard them.

A play-by-play account of the Chicago Bears football games over Station WENR—the 50,000-watt Chicago key station of the famous NBC Blue Network—will crack the listeners' defensive sales resistance and score many profitable points for you. Solve your problem of a fall sales campaign by calling for this popular, sure-scoring, play-by-play sponsorship.

Give us the signal, and we will forward further details.

WENR Chicago

SUPERIOR 8300

Or NBC Spot Sales Offices in

NEW YORK BOSTON WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

CASTING SHEEP'S EYES AT OGLE (Ky.)?

Take it from us, boys—the business you'll get from such peewee villages as Ogle, Oscar and Odds (Ky.) won't make your eyes pop! Only the Louisville Trading Area offers enough to do *that!* It's BIG, fellers—1,330,000 people with 33% *more* effective buying income than the rest of Kentucky *combined!* And it's all within WAVE's *primary* area—at a cost that will *also* open your eyes! How about sending for the whole story?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Studio Notes

TO MARK the opening last week of the new studios of WMAZ, CBS affiliate in Macon, Ga., a salute-program was produced by the radio staff of the Camp Wheeler public relations office under the direction of First Lieut. Edwin P. Curtin, former publicity director of BBDO, New York. Trainees on the staff write, direct and act on some 19 weekly programs on WMAZ and WBML, Macon, and on the quarter-hour salute show sent greetings to the WMAZ staff in their new studios.

HOWARD L. EMICH, sports announcer and program manager of WMAM, Marinette, Wis., is believed by his colleagues to be the only announcer in the country describing polo matches on a regular summer-long schedule. He handles all matches of the Marinette-Menominee entrant in the Midwest Polo league.

WSUN, St. Petersburg, Fla., will present the Little Theatre Group of St. Petersburg this fall in a series of weekly dramas. Since July 1 the group has been studying radio production under the direction of Howard Donahoe, program director of WSUN.

A VARIETY show, *Fort Bragg Salutes*, staged by the men on duty at the post, made its debut as a regular CBS feature Thursdays 6-6:30 p. m. The program, presented through the facilities of WRAL, Raleigh, from the post's Community Center Theatre, features the Ninth Division Band, the 178th Field Artillery dance orchestra, interviews and vocal and instrumental solos by enlisted men.

J. B. CLARK, WDNC, Durham, N. C. program director, is producing a series of features titled *Your City and Mine*, in which the various heads of Durham's City Government are interviewed weekly, relative to their functions and services.

WIP Flyers

SIX MEMBERS of the staff of WIP, Philadelphia, who take to the air figuratively and literally by seeking their "wings" on off hours at the Northeastern Airport, have organized the WIP Flying Club. The group includes James Tisdale, LeRoy Wolfe, Herbert Eckstein, engineers; Program Director Murray Arnold; Announcer Bill Carty. Eckstein has four hours of air credit while the others are comparative novices, having only been up for 30 minutes. However, Arnold, with no actual flying hours, holds three parachute jumps to his credit.

ILLINOIS State Fair in Springfield, Aug. 9-15, was covered by several Midwest stations. Throughout the week, WCBS, Springfield, broadcast its full 18-hour schedule from specially built studios on the grounds. WLS, Chicago, broadcast the *Dinnerbell* program every day from the Fair, as well as the 4½-hour *National Barn Dance* on Aug. 9, part of which was carried on NBC-Red. National Market & Hog Pork Products Show was featured on the NBC-Blue *National Farm & Home Hour* Aug. 14. WBBM, Chicago, in conjunction with KMOX, St. Louis, erected a display tent and presented Pappy Cheshire and his hillbilly group.

KFJM, Grand Forks, N. D., entered a car in the recent Grand Forks "Tin Lizzy Derby" run off July 27 at the Fair Grounds. The KFJM entry, driven by George Chance of the commercial department and Jimmy Shelton, press news operator, ran for just 75 laps of the 400 lap race, and then gave up when the carburetor caught fire. The car was brightly painted with call letters and slogans.

KGBX, Springfield, Mo., will broadcast play-by-play descriptions of all St. Louis Cardinal baseball games, both at home and on the road, until the end of the season, Sept. 28. Beginning Aug. 11, KGBX follows the Cardinals in their pennant race by direct-wire broadcasts sponsored by a St. Louis beer company. Returning to Springfield to handle the sports feature is Lee George, who started in radio with KGBX in 1932.

WITH several additional clients already signed for early fall programs and renewal contracts from 76% of current advertisers, WABC, New York, expects the busiest fall and winter season in its history, according to a statement by Arthur Hull Hayes, WABC general manager.

IN RECOGNITION of his work as a baseball announcer and his support of the Moline Plows of the Three-Eye League, Van Patrick, WHBF, Rock Island, sports director, was awarded a Bulova wrist watch at a recent night game in Moline. It was "Van Patrick night" and a crowd of 8,500 witnessed the presentation.

CKX, Brandon, Man., has started construction of a new studio building close to the City Hall and the downtown business district. The building is to be ready sometime this autumn.

IN KEEPING with the Latin-American trend, KYA, San Francisco, in collaboration with the *San Francisco Examiner*, recently started a daily series of Spanish lessons on the air. Manuel F. Sanchez of the Colombia Consulate in San Francisco is instructor, and Eric Boden, KYA producer, is the student. Material used is from the lessons printed daily in the *Examiner*.

Agricultural Division Is Organized by KVO

ORGANIZATION of a complete radio farm department, one of the few in the Southwest, has been announced by William B. Way, vice president and general manager of KVOO, Tulsa. It is planned that by

Mr. Dennis

Mr. Schneider

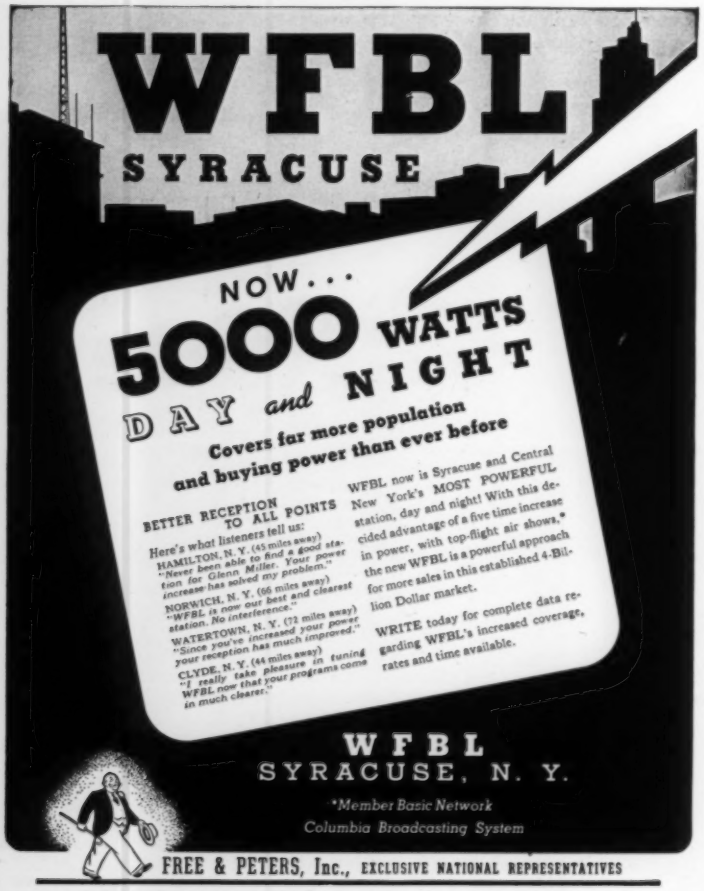
Sept. 1, KVOO will air 10 to 12 hours of farm broadcasts per week.

Personnel of the new department has been augmented by addition of Sam Schneider, former assistant extension editor in charge of radio at Oklahoma A. & M. College, who arranged for the contacts and setups of the farm division, and Walt Dennis, formerly of the *Tulsa Tribune*, handling continuities. The new department will cooperate with the U. S. Farm Service through Oklahoma A. & M. to bring Oklahoma farmers the latest news on markets, special meetings, and all broadcasts pertinent to farming and agriculture.

WBIG, Greensboro, N. C., is sending the WBIG Ensemble, salon group conducted by Margaret Banks, to the seventh annual National Tobacco Festival, South Boston, Va., to furnish the dinner music at the Distinguished Guests Banquet to be held Sept. 4 in connection with the two-day festival. Guests at the banquet include Wendell Willkie, Gov. Price of Virginia and Julian Price, president of the Jefferson Standard Life Insurance Co., Greensboro.

KDYL, Salt Lake City, contributed five of its personnel for police duty during a recent crime wave in that city. In an effort to apprehend a killer, the police issued a call for all regular officers and special police to work extra shifts from 8 p.m. to 2 a.m. next day. The order affected Emerson Smith, Craig Smith, George Provol, Ed Larson and Charlie Buck, all deputies who spent two nights on cruiser duty.

EARLY morning program, *Grove Club*, formerly sponsored on the West Coast by General Mills, Minneapolis, will start Aug. 11 on WHN, New York, as a sustaining feature daily at 7 a.m., with Jack Lescoulie handling


WFBL
SYRACUSE
NOW...
5000 WATTS
DAY and NIGHT
Covers far more population
and buying power than ever before
BETTER RECEPTION TO ALL POINTS
Here's what listeners tell us:
HAMILTON, N. Y. (45 miles away)
"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."
NORWICH, N. Y. (66 miles away)
"WFBL is now our best and clearest station. No interference."
WATERTOWN, N. Y. (72 miles away)
"Since you've increased your power your reception has much improved."
CLYDE, N. Y. (44 miles away)
"I really take pleasure in tuning WFBL now that your programs come in much clearer."
WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.
WRITE today for complete data regarding WFBL's increased coverage, rates and time available.
WFBL
SYRACUSE, N. Y.
*Member Basic Network
Columbia Broadcasting System
FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

Speaking of team-work

"WE HAVE frequently said that the telephone service provided by the Bell System is nation-wide in scope.

It is nation-wide. There are Bell Companies in every state. But all telephone companies are not Bell Companies by any means.

As a matter of fact, there are more than 6400 telephone companies in the United States today, serving usefully and capably, that are *not* Bell Companies. And there are more than 60,000 rural or farmer lines.

We do not compete with these companies. We connect with them. Their lines are joined to ours to carry long distance messages. Thus, if you are served by a company *not* a part of the Bell System, you can still be connected with practically any other telephone either Bell System or not Bell System in the United States.

Day by day, team-work between telephone companies enables practically any one, anywhere in this country, to pick up a telephone and talk to any one, anywhere else, clearly and quickly. A fact that is of great importance in the interest of unity."

. . .

• *This is a quotation from* THE TELEPHONE HOUR *—a regular network program heard each Monday night at 8 o'clock, E.D.S.T. The telephone facilities which carry network programs are being constantly studied and improved in the laboratories of the Bell Telephone System.*

It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, Managing Director
MADISON AVENUE AT 45th ST., NEW YORK

. . . IN THE SAME OLD LOCATION

THE PEOPLE IN THIS BOOMING GULF COAST INDUSTRIAL AREA STILL FIND THE PROGRAMS THEY WANT IN THE OLD, FAMILIAR LOCATION . . .

FULL TIME
560 KC
NBC BLUE
1000 WATTS

Represented by
HOWARD H. WILSON COMPANY

FCC Authorization For 53 Commercial FM Outlets Given

Seven Non-Commercial Grants 60 Applications Pending

FIFTY-THREE commercial frequency modulation (FM) stations have thus far been authorized by the FCC, according to the records as of Aug. 15 when approximately 60 more applications were pending action. For the most part, the FM stations authorized so far are affiliated with existing standard broadcast stations.

To only one station—W47NV, Nashville, affiliated with WSM—has a full commercial license as yet been granted. To 11 others special authorizations permitting them to go on the air and operate commercially have been issued, and in three cases special permits authorizing program tests are in force. All of the others are still in the construction permit stage.

In addition, the Commission has granted CP's for seven non-commercial educational FM stations on the special frequencies reserved for them.

The Non-Commercials

The seven non-commercial FM stations are: KALW, Board of Education of the San Francisco Unified School District, 42.1 mc., 1,000 watts, now on the air; KSDS, San Diego Unified School District, 42.3 mc., 1,000 watts, construction permit; WICU, U of Illinois, Urbana, 42.9 m.c., 250 watts, construction permit; WBKY, U of Kentucky, Beattyville, Ky., 42.9 mc., 100 watts, construction permit; WNYE, Board of Education, City of New York, Brooklyn, 41.1 mc. (CP for 42.1), 500 watts (CP 1,000), now on the air; WBOE, Cleveland City Board of Education, 42.5 mc., 1,000 watts, now on the air; Board of Education, City of Chicago, 42.5 mc, 1,000 watts, construction permit.

[Note: Though the FCC does not indicate powers, but rather coverage areas in square miles for commercial FM stations, powers are given for non-commercials.]

The complete log of FM commercial stations, showing their locations, licensee, standard broadcast station affiliation if any, frequency assigned and coverage areas designated follows; asterisk (*) indicates full license, dagger (†) indicates special commercial authorization, double dagger (‡) program tests authorized:

CALIFORNIA

Hollywood— . . . Columbia Broadcasting System Inc. (KNX), 43.1 mc.
Los Angeles—†K45LA, Don Lee Broadcasting System (KHJ), 44.5 mc., 7,000 sq. mi.
Los Angeles—K53LA, Standard Broadcasting Co. (KFVD), 45.3 mc., 7,000 sq. mi.
Los Angeles—K61LA, Metro-Goldwyn-Mayer Inc., 46.1 mc., 7,000 sq. mi.

CONNECTICUT

Hartford—W53H, The Travelers Broadcasting Service Corp. (WTIC), 45.3 mc., 6,100 sq. mi.
Hartford—†W65H, WDRC Inc. (WDRC), 46.5 mc., 6,100 sq. mi.

ILLINOIS

Chicago—W47C, WJJD Inc. (WJJD), 44.7 mc., 10,800 sq. mi.
Chicago—†W51C, Zenith Radio Corp., 45.1 mc., 10,800 sq. mi.
Chicago—†W59C, WGN Inc. (WGN), 45.9 mc., 10,800 sq. mi.
Chicago—W63C, National Broadcasting Co. Inc. (WMAQ-WENR), 46.3 mc., 10,800 sq. mi.
Chicago—W67C, Columbia Broadcasting System Inc. (WBBM), 46.7 mc., 10,800 sq. mi.
Chicago—W75C, Moody Bible Institute of Chicago (WMBI), 47.5 mc., 10,800 sq. mi.
Rockford—W71RF, Rockford Broadcasters Inc. (WROK), 47.1 mc., 3,900 sq. mi.

INDIANA

Evansville—‡W45V, Evansville On the Air Inc. (WEOA-WGBF), 44.5 mc., 8,400 sq. mi.
Fort Wayne—W49FW, Westinghouse Radio Stations Inc. (WOWO-WGL), 44.9 mc., 6,100 sq. mi.
South Bend—W71SB, South Bend Tribune (WSBT), 47.1 mc., 4,300 sq. mi.

KENTUCKY

Lexington—W51SL, American Broadcasting Corp. of Ky. (WLAP), 45.1 mc., 6,298 sq. mi.

LOUISIANA

Baton Rouge—‡W45BR, Baton Rouge Broadcasting Co. Inc. (WJBO), 44.5 mc., 8,100 sq. mi.

MASSACHUSETTS

Boston—†W39B, Yankee Network Inc. (WNAC), 43.9 mc., 31,000 sq. mi.
Boston—W67B, Westinghouse Radio Stations Inc. (WBZ), 46.7 mc., 6,700 sq. mi.
Paxton—†W43B, Yankee Network Inc., 44.3 mc.
Springfield—W81SP, Westinghouse Radio Stations Inc. (WBZA), 48.1 mc., 2,500 sq. mi.

MICHIGAN

Detroit—†W45D, The Evening News Assn. (WWJ), 44.5 mc., 6,800 sq. mi.
Detroit—†W49D, John Lord Booth (WJLB), 44.9 mc., 6,800 sq. mi.
Grand Rapids—W77XL, WJIM Inc. (WJIM), 47.7 mc., 3,800 sq. mi.

MISSOURI

St. Louis—K51L, St. Louis University (WEW), 45.1 mc., 13,000 sq. mi.

NEW YORK

Binghamton—W49BN, Wylie B. Jones Adv. Agency (WNBF), 44.9 mc., 6,500 sq. mi.
Brooklyn—W99NY, Frequency Broadcasting Corp., 49.9 mc.
New York—W31NY, Edwin H. Armstrong, 43.1 mc., 15,610 sq. mi.
New York—W35NY, City of New York, Municipal Broadcasting Co. (WNYC), 43.5 mc., 3,900 sq. mi.
New York—W47NY, Muzak Corp., 44.7 mc., 8,500 sq. mi.
New York—W51NY, National Broadcasting Co. Inc. (WEAF-WJZ), 45.1 mc., [illegible] sq. mi.
New York—W55NY, William G. H. [illegible] 45.5 mc., 8,500 sq. mi.
New York—W59NY, Interstate Broadcasting Co. (WQXR), 45.9 mc., 8,500 sq. mi.
New York—W63NY, Marcus Loew Booking Agency (WHN), 46.3 mc., [illegible] sq. mi.
New York—W67NY, Columbia Broadcasting System Inc. (WABC), 46.7 mc., 8,500 sq. mi.
New York—†W71NY, Bamberger Broadcasting Service Inc., 47.1 mc., 8,500 sq. mi.
New York—W75NY, Metropolitan Television Inc., 47.5 mc., 8,500 sq. mi.
Rochester—†W51R, Stromberg-Carlson Tel. Mfg. Co. (WHAM), 46.1 mc., 3,200 sq. mi.
Schenectady—‡W47A, Capitol Broadcasting Co. Inc., 44.7 mc., 6,600 sq. mi.
Schenectady—W57A, General Electric (WGY), 45.7 mc., 6,600 sq. mi.
Syracuse—W63SY, Central N. Y. Broadcasting Corp., 46.3 mc., 6,800 sq. mi.

NORTH CAROLINA

Winston-Salem—W41MM, Gordon [illegible] 44.1 mc., 69,400 sq. mi.

OHIO

Columbus—W45CM, WBNS Inc. (WBNS), 44.5 mc., 12,400 sq. mi.

PENNSYLVANIA

Pittsburgh—W47P, Walker & Downing Radio Corp. (WWSW), 44.7 mc., 8,600 sq. mi.
Pittsburgh—W75P, Westinghouse Radio Stations Inc. (KDKA), 47.5 mc., [illegible] sq. mi.
Philadelphia—W49PH, Pennsylvania Broadcasting Co. (WIP), 44.9 mc., 9,300 sq. mi.
Philadelphia—W53PH, WFIL Broadcasting Co. (WFIL), 45.3 mc., 9,300 sq. mi.
Philadelphia—W57PH, Westinghouse Radio Stations Inc. (KYW), 45.7 mc., [illegible] sq. mi.
Philadelphia—W69PH, WCAU Broadcasting Co. (WCAU), 46.9 mc., 9,300 sq. mi.

TENNESSEE

Nashville—*W47NV, National Life & Accident Insurance Co. (WSM), 44.7 mc., 16,000 sq. mi.

UTAH

Salt Lake City—K47SL, Radio Service Corp. of Utah (KSL), 44.7 mc., [illegible] sq. mi.

WISCONSIN

Milwaukee—†W55M, The Journal Co. (WTMJ), 45.5 mc., 8,500 sq. mi.

WLAW, Lawrence, Mass., has withdrawn its petition to intervene against the application of KWK, St. Louis, for 50,000 watts on 680 kc.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

For the latest in FM see page 31

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

In the CONTROL ROOM

HN R. QUINN, formerly assistant ineer of KPHO, Phoenix, has been ed chief engineer of KYCA, Pres- t, Ariz., succeeding Norman Dewes, has gone to Riverside, Cal., to in- all the new local authorized there.

ALPH WARREN, formerly of DEV, Waterbury, Vt., WINH, La- ia, N. H., and WORL, Boston, has ined the engineering staff of WCOP, ston.

TS W. HENKE, engineer of NEW, New York, is back at the ation after a month's service as chief atswain mate in the U. S. Coast ard Reserve.

ERT A. ALLIS has left WENY, mira, N. Y., to join WNBF, Bing- mton, N. Y.

R. WHITMORTH, since 1934 ief engineer of KOTN, Pine Bluff, k., resigned Aug. 15 to accept an pointment as associate radio inspec- , assigned to the Laboratory of In- strial Department, Puget Sound vy Yard, Bremerton, Wash.

ILLIAM KUMPFER has been ap- inted to the KOA, Denver, engineer- staff replacing Bill Williams, re- ntly transferred to NBC Hollywood.

D. KAHLE, engineer of KOA, nver, recently became the father a girl.

ALTER MORRISEY, control su- rvisor of KOA, Denver, has recov- ed from a fall down some stairs in home.

LENN LEROY JAMES, of LaJunta, Col., has joined the engineering staff KMYR, Denver.

ACK KRAUSE, transmitter engineer WHBL, Sheboygan, Wis., was mar- ied Aug. 2.

TAM MARSTON, formerly of CBS, ollywood, has joined the technical partment of KFMB, San Diego, hich started operating Aug. 15.

OHN (Bud) RAY, clerk in the iling department of NBC, Chicago, s been appointed a junior sound gineer.

AURICE DONNELLY, engineer of LS, Chicago, is the father of a boy, nnis M., born Aug. 4.

OB SMITH, engineer of WCBS, ringfield, Ill., is the father of a boy, rn Aug. 5.

UDSON LYON, KHJ, Hollywood gineer, is the father of a 7½ lb. girl, rn Aug. 11. Mrs. Lyon was form- y station's staff organist, known ofessionally as Nell Larson.

I. E. DICKINSON, chief engineer of KMJ Fresno, Cal., has been called to active duty with the Naval Reserve and is now commanding officer of Section 3, Naval Communications Reserve, in charge of training communication personnel in Central California.

ROBERT W. STOLZENBACH, formerly of WLOK, Lima, O., has joined the engineering staff of WLOG, Logan, W. Va.

LEO SHEPARD, maintenance engineer of KNX, Hollywood, is the father of a baby boy, born July 29.

DEL GOODIN, technician, formerly of KRE, Berkeley, Cal., has joined KSRO, Santa Rosa, Cal. Replacing Goodin at KRE is Robert Garner.

BRUCE DENNIS, engineer of KFRO, Longview, Tex., has resigned to join KARK, Little Rock.

GORDON FRANCE, operator of KGIR, Butte, Mont., is the father of a recently born baby boy.

BILL NANCE has joined the control room staff of KTSA, San Antonio.

CREI Grads at Stations

CAPITOL RADIO Engineering Institute, Washington, reports the following graduates now employed at broadcasting stations: Norman F. Rugen, WAAF, Chicago; Frank R. Krulce, WSTV, Steubenville, O.; William B. Havercamp, WGAL, Lancaster, Pa.; Eugene E. Lovejoy, KGW-KEX, Portland, Ore; Oliver G. Coburn, chief engineer, KRKO, Everett, Wash.; Fred S. Mendenhall, WDAY, Fargo; Nelson Foley, WJR, Detroit; J. A. Ilderton, Jr., WJBY, Gadsden, Ala.; Alden M. Doughty, WLAW, Lawrence, Mass.; Luther O. Piersol, WILM-WDEL, Wilmington, Del.; Maurice F. Logan, WXYZ, Detriot; J. C. Burns, Jr., WSJS, Winston-Salem; Fred Peterson, and Lawrence LeFevre, WINX, Washington; Clyde McCylmonds, WHIZ, Zanesville, O.; Roy Kaplan, WOL, Washington; Ralph Ward, WFIL, Philadelphia; Sherwood M. Glotfelty, chief engineer, WMBS, Uniontown, Pa.; Thomas W. York, WBRY, Waterbury, Conn.; Vernon Stahl, WCED, DuBois, Pa; Frank J. Elliott, KFEL, Denver; Thomas C. Reid, WFVA, Fredericksburg, Va.

ACA at KYW

AMERICAN COMMUNICATIONS Assn. has been certified as the sole collective bargaining agency selected by a majority of technicians at KYW, Philadelphia, according to an announcement Aug. 8 by the National Labor Relations Board. The union petitioned for certification in April, and the certification was issued on the basis of company and union records, without necessity of a vote by employes.

GEORGE E. SMITH, vice-president of the Crosley Corp., has been appointed by Brig. Gen. Dawson Olmstead, acting Chief Signal Officer of the Army, as civilian consultant advisor on improvement and reorganization of the Signal Corps statistical services.

INS

John Shepard III signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators... the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
Graybar
ELECTRIC COMPANY

Purity Bakeries Adding; New Program Is Tested

PURITY BAKERIES Corp., Chicago (Taystee bread & Grennan cakes) on Aug. 18 adds four Texas stations, KFDM, Beaumont; KLUF, Galveston; KPAC, Port Arthur and KPRC, Houston, to the seven now carrying the 15-minute transcribed program, *Mandrake the Magician*, for Taystee bread. Other stations are WOR, WLAC, KWK, KMBC, KDRO, KGBX, KLRD.

At the same time the company is testing a new show, *You Take the Cake*, on KSD, St. Louis and KMBC, Kansas City, for Grennan cakes. It is of the vox pop variety with announcers making the rounds of grocery stores carrying the product and offering prizes of Grennan cakes for those appearing on the program, which is recorded and played over the air the following day. Agency is Campbell-Ewald of New York.

IN CONNECTION with the construction of a giant 504-room hotel at Thermopolis, Wyo., noted for its mineral springs, Capt. E. L. Smith, identified with the development, has announced that he intends asking the FCC for authority to erect a 50,000-watt broadcasting station atop Wyoming's Owl Creek Mountains.

Effect of Priorities on Radio

(Continued from page 7)

Corp. and Ford Motor Co., the only automobile manufacturers to make any extensive use of network radio, are both continuing their weekly hours on CBS And, as both of these programs are largely institutional from an advertising viewpoint, they are likely to be continued as long as either company has any desire to keep its name before the public. Firestone Tire & Rubber Co., sole network tire advertiser, is likewise continuing its weekly program on NBC.

Oil Time Normal

The petroleum industry might be expected to cut down its radio advertising, but with the exception of a couple of smaller network advertisers whose plans are uncertain and one company which has cut its news program from five times to three times a week, all others are entering the fall with normal network schedules.

The two network advertisers in the building industry, another probable curtailer, last year were Wheeling Steel, which is coming back after its summer layoff, although shifting from MBS to NBC-Blue, and Holland Furnace Co., which in addition to its annual sponsorship of a broadcast of the Holland (Mich.) Tulip Festival has just started a regular series on NBC-Red.

In the house furniture and furnishings class, General Electric Co. and Westinghouse Electric & Mfg. Co. were the two major network advertisers last year, spending more than $500,000 each. GE has renewed its program for another 52 weeks, Westinghouse went off the air in January for reasons indirectly if at all connected with national defense. Libby-Owens-Ford Glass Co. is not resuming its institutional campaign on CBS this fall, but Sherwin-Williams Co. will again sponsor the Metropolitan Auditions on NBC.

Radio's two largest institutional advertisers, Bell Telephone System and E. I. Du Pont de Nemours & Co., are both continuing as before.

Network radio, in short, is suffering no serious losses from defense curtailments, and the slight losses are much more than offset by increased advertising in other fields. Less information is available, as always, about spot advertising, but national spot appears to be on the upgrade, especially the advertising of food products, confections and proprietaries, particularly cold remedies.

Installment Curb

If radio is to be hit at all by the defense program, local radio advertising will apparently be the victim, although it is not at all certain that even this form of radio will suffer greatly. But what advertising radio gets for vacuum cleaners, washing machines, refrigerators, stoves and similar home appliances is chiefly local, placed through dealers, and if advertising for these products, is cut, as appears likely, local radio will suffer accordingly.

Another potential blow to local

CINCINNATI was conceded t
the hottest city in the United St
for several days recently and
Lyons and Dick Nesbitt who
duct WKRC's *Open House*,
out that old chestnut of attemp
to fry an egg on the sidew
Their studio audience moved o
front of the station with them
watched the proceedings as
were broadcast to the liste
audience. The egg did get the
lance of a fried look at the

radio is the recently annou
plan for curbing installment
ing. Credit clothiers, jew
and furniture dealers, autom
finance companies and loan
panies whose activities may
be curtailed, constitute a
source of advertising revenue
many stations in industrial
But it is not possible to make
sound predictions as to the
of this latest governmental a
until the details of the cur
plan have been worked out.

Baume Bengue Plans

THOS. LEEMING & Co.,
York (Baume Bengue analg
on Oct. 13 will start a
paign of transcribed anc
announcements, five to 10
weekly in about 60 mar
Agency is Wm. Esty & Co.,
York.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP) ...for Example

THE HEART OF ILLINOIS

By LEVER BROTHERS Co.

In 1936, for the first time, LEVER BROTHERS CO. specified WMBD as an additional outlet for ONE Network program. TODAY, in addition to Basic CBS Network coverage, they specify WMBD as a VITAL advertising outlet for FIVE Network programs . . .

Aunt Jenny's Stories	for Spry
Big Sister	for Rinso
Big Town	for Rinso
Lux Radio Theatre	for Lux Flakes & Soap
Meet Mr. Meek	for Lifebuoy Soap

Here's Why . . .

"Peoriarea's" 610,011 people RESPOND to WMBD—their own station. They listen MOST to WMBD because it gives them the MOST service. They spend a DAILY average of $471,000 in the 7,649 flourishing retail stores in this area. It pays to specify WMBD on YOUR national list. The ONLY *complete* coverage of "Peoriarea"!

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY 1000 WATTS NIGHT

TEST SPOT OF THE NATION

WMBD

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

KINY

"The Friendly Voice of the Capital"

"Hey Fellows!"

KINY is the only station that has pulled mail from ALL 15 major Alaska cities.

Executive Offices Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau-Alaska

JOSEPH HERSHEY McGILLVRA NATIONAL REPRESENTATIVES

KFRU COLUMBIA

Bombshell of Missour

Winner of the "George Foster Peabo Award" for Distinguished and Meri rious Public Service Programs i local channel group durng 1940.

1400 KC. ★ 250 Wa

Training Is Begun For Radiolocation

Group of 31 Starts Course At Ft. Monmouth School

VANGUARD of some 500 volunteers called by the Army from the radio engineering and electronics fields to learn to operate air raid warning devices and to man detector posts, 31 newly-commissioned lieutenants in the Signal Corps Reserve last week began the first course of instruction in radiolocation of aircraft at the Army Signal Corps School at Fort Monmouth, N. J.

The first class will spend three weeks getting preliminary instruction in the operation and construction of the detector devices, which will be on defense duty 24 hours a day all along the American coastline and at overseas bases. The radiolocaters are a military secret closely guarded by the American and British authorities.

Similar to British

Signal Corps officers say the equipment operates on the same basic principle used by the British in their defense against bomber raids. It spots invading aircraft many miles distant, determining altitude, direction and distance. Using this information, interceptor planes can rise to attack.

Officers in the first class were selected from applicants who sought commissions since the Army announced the program several months ago. They are all graduate electrical engineers with radio experience, some including broadcasting, or with experience as electronic physicists. They are between 21 and 36 years of age, unmarried and without dependents. They have agreed to serve if necessary outside the continental United States.

Those eligible for commissions include technically qualified men, regardless of their present military status. Trainees already inducted into the Army and officers in other branches of the Reserve Corps, as well as civilians, may apply. After acceptance, the candidates are commissioned in the Signal Corps Reserve and ordered to immediate active duty. The War Department states that those wishing to apply for commissions are requested to communicate with the Chief Signal Officer at Washington.

Members of the Class

Members of the first class, now taking the three-week course and thereafter to be assigned to other stations, are:

First Lieutenants—Peter Wyckoff, Pittsburgh; R. M. Matheson, Ithaca, N. Y.; Reardon S. Cotton Jr., Philadelphia; W. H. Freeman, Richmond, Ind.

Second Lieutenants—J. L. Hult, Columbus; Roy L. Shipp, Boulder City, Nev.; William S. Burwell, Newport News, Va.; Albert H. Lasday, Pittsburgh; Elies Elvove, Washington; N. A. Terhune, Westwood, N. J.; W. Z. Yost Jr., Chevy Chase, Md.; Louis F. Goetz, Wilkinsburg, Pa; Robert L. Tosca, Mesquite, Tex.; T. S. Schrieber, Baltimore; Edgar T. Martin, Montgomery, Ala.; Otto F. A. Arnold, Fairhaven, Mass.; E. H. Smith, Johnston, S. C.; Wm. M. Copley Jr., N. Matewan, W. Va.; Walter W. Debenham, Auburn, N. Y.; Jack Avins, Staten Island, N. Y.; Edward Balogh, Johnstown, Pa; G. D. Fogle, Chicago; George H. Schmitt, New Orleans; Richard F. Koch, Cedarhurst, N. Y.; Herbert D. Roistacher, New York; Robert F. Sugnet, Buffalo; Clifford K. Poarch, Washington; Harold W. Kelley, Washington; Levi H. Robinson, Minard, Ill.; John W. Post, New Castle, Pa; Arthur Hall Jr., Morgantown, W. Va.

Gulden Fall Plans

CHARLES GULDEN Inc., New York (Gulden's mustard) is planning a fall campaign of 15-minute recorded musical programs and spot announcements on a number of stations. Those already signed include WJZ and WOV, New York, and WGY, Schenectady. Charles W. Hoyt Co., New York, handles the account.

CLOTHIER PLANNING RECORD N. Y. PACT

SIGNING one of the largest contracts for local time, Crawford Clothes, New York, the week of Sept. 7. will start 12 hours and 45 minutes of time weekly for 26 weeks on WMCA, New York, a 13-week quarter-hour weekly show on WEAF, New York, and eight hours weekly on WINS, New York.

Heading the personalities in the block of time on WMCA is Jimmy Powers, sports editor of the *New York Daily News* and WMCA sports commentator, heard six times weekly at 6.30 p. m. Others are Bob Carter's five-weekly rhythm styles; Art Green's daily recordings from Manhattan Beach; Sam Brown Sundays at 11 p. m., and Bob Bach and his *Platterbrain* series Fridays at 10 p. m. In addition, the WMCA schedule includes 4½ hours of time on Saturdays devoted to football scores and musical recordings, and the 1 p. m. and 7.15 p. m. news bulletins six times weekly.

On WEAF, Crawford will sponsor *Sam Hayes Touchdown Tips* Fridays 6:30-6:45 p. m., starting Sept. 12. The WINS schedule starts Sept. 3 on a 13-week basis and includes four five-minute musical strips, three quarter-hour news strips, and a quarter-hour sports strip featuring Don Dunphy, all to be heard Monday through Saturday. Agency handling the account is Al Paul Lefton Co., New York.

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the

LAKE SUPERIOR RADIO GROUP

(not a wire network)

WHDF • WJMS • WATW

Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.

Group contracts save 25% on the three stations and 15% on any two stations

National Representatives:

BOGNER and MARTIN

295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

Apricots to Zircons!

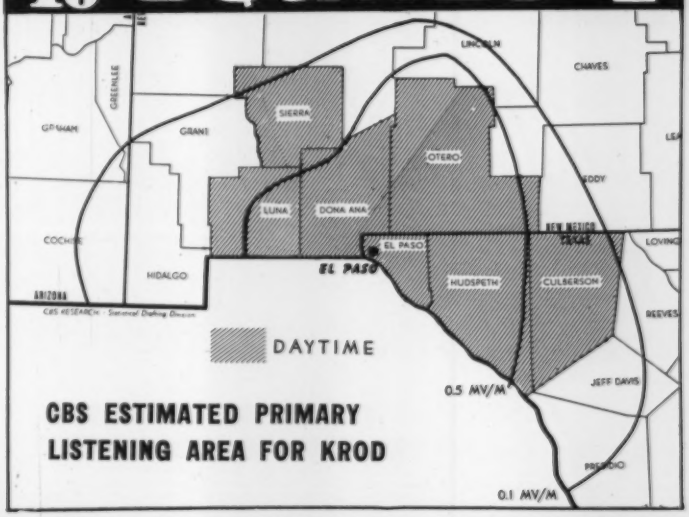
From groceries to replica diamonds . . . from automobiles to a zoo . . . the WNOX sponsor list spans the alphabet to spell out phenomenal results.

A man comes 150 miles to buy a WNOX-advertised car; a drug product reports a record sales increase; a furniture company's in its fifth year of daily newscasts:—little stories of big results, in the rich TV Area!

Use the A-Z treatments: Add Zip to sales with WNOX!

5000 W. DAY; 500 W. NIGHT
C.P. Granted
10,000 WATTS
FULL TIME
WNOX
Affiliated With THE KNOXVILLE NEWS-SENTINEL
SCRIPPS-HOWARD RADIO, INC.
KNOXVILLE TENNESSEE
NATIONAL REPS.: THE BRANHAM COMPANY

1/10 EQUALS 1/2



WHEN It Serves This Radio-Isolated Market!

Surveys show that KROD's .1 MV/M signal is important in two counties of KROD's primary listening area. It also is important in the secondary area, because the long distances from other large cities make this a radio-isolated territory, that is covered satisfactorily only by KROD. Copies of KROD listening area maps as prepared by CBS will be sent upon request.

KROD

600 Kilocycles
1000 Watts (Day)
500 Watts (Night)

EL PASO TEXAS

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

Shell's Coast Party

SHELL OIL Co., San Francisco, on Aug. 7 began sponsorship of *Shell Comes to the Party* on seven CBS Pacific Coast stations and two CBS stations in Arizona, Thursday 9:15-9:45 p. m. (PST). The program originates in various remote pickups by KNX, Hollywood. Other stations on the hookup are: KARM, Fresno; KOIN, Portland; KSFO, San Francisco; KFPY, Spokane; KIRO, Seattle; KROY, Sacramento; KOY, Phoenix; KTUC, Tucson. J. Walter Thompson Co., San Francisco, handles the account.

Big Bond Show

DEPENDING not alone on the material sent out by the Treasury Dept. to promote the sale of Defense Bonds and Stamps, WHO, Des Moines, is staging a Fridaynight half - hour show titled *Dress Rehearsal*, specially written and produced by Dick Anderson, staff announcer. Plugs are devoted entirely to the defense issues. Cast of the variety program includes a full orchestra, The Songfellows, the Sunset Corners Choir and staff and guest artists.

Mr. Anderson

Granik Opens Law Office

THEODORE GRANIK, who has conducted the *American Forum of the Air* on WOR since 1928 and on MBS since 1937, has resigned as special counsel of the U. S. Housing Authority to establish his own law offices at 1627 K St., Washington. He will also operate in the field of public relations. Mr. Granik founded the *Forum* while he was assistant district attorney of New York County, conducting it without pay as a labor of love. When he went to Washington, he continued the feature on Mutual, maintaining it on an impartial and non-political level and through his work as arranger and moderator becoming one of the best known figures on the Washington scene. He will continue the *Forum* on MBS Sunday nights.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Licensed Operator—For local Virginia station. State qualifications and acceptable starting salary. Box 813, BROADCASTING.

Wanted—Good all around announcer, Virginia station. Must be able to do sports. State qualifications. Box 808, BROADCASTING.

Immediate Opening—For young announcer-copywriter with two years' experience. Ad-lib ability preferred. Send complete work record, picture, continuity sample and salary. KLO, Ogden, Utah.

Announcer-Writer — Midwestern regional network station. Commercial copy and newscasting are important. Advise age, education, experience, enclose copy samples, and advise if transcription available. Box 804, BROADCASTING.

Wanted—A good announcer with at least 3 years' experience. Send complete details including salary, expected draft status and a transcription of your voice. Box 812, BROADCASTING.

Experience—Sports announcer wanted by Midwest Regional Station in good market. Must be A-1 in basketball and football. Send transcription, detailed information, and salary expected. Box 803, BROADCASTING.

Salesman—Thoroughly experienced time salesman will have exceptional opportunity with new local in very rich agricultural district in midwest. Drawing account plus commission. Give complete details first letter. Box 811, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experience as well as 3 years' experience as chief of 5 kw station, good references required. Station 5 kw Modified Western Electric CBS affiliate wages $1.15 per hour. Box 802, BROADCASTING.

Situations Wanted

NATIONALLY KNOWN NETWORK PERSONALITY—AGE 37, WITH TEN YEARS' EXPERIENCE, SEEKS RADIO DIRECTORSHIP WITH PROGRESSIVE ADVERTISING AGENCY. CAN DELIVER SUPERLATIVE PROGRAMMING AND DEPENDABLE COORDINATION. WRITE BOX 818, BROADCASTING.

Situations Wanted (Continued)

News Reporter — University graduate; ... years newspaper background. $50 min... mum. Immediately. Box 801, BROADCASTING.

Engineer—Control, transmitter, now ... kilowatt, directional, married. Thoroughly competent, present salary $32.50. Box 807, BROADCASTING.

Salesman—Three years' experience via network station desires change. Aggressive, able. Age 29. Draft exempt. Box 817, BROADCASTING.

Sports-Special Events Announcer—Expert play by play all sports. Six years' experience. Available September 15th. Box 816, BROADCASTING.

Radio Executive Available—Dependable experienced, married man. Tops ... sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 815, BROADCASTING.

Excellent Announcer—4 years' experience news, sports, general work. Now employed 5000 watts. Major, minor network experience. References, transcription, possible interview. Prefer general West. Box 816, BROADCASTING.

My Component Parts Are Made Up Of Ingredients Of—Arthur Godfrey, Orson Welles, Arch Obler and Earl McGill. I want only the chance to prove it. Box 814, BROADCASTING.

Engineer—Desires change to Western ... tion, permanent, 7 years with 5 kw: installation, maintenance, studio, network and transmitter experience. 1st class license. Age 36, available 2 wks. notice. Box 809, BROADCASTING.

Station Production Or Director's Assistant—1941 Vassar graduate with experience ... scriptwriting or secretarial with ... York U Summer Radio Workshop, Vassar Experimental Theatre. Two years acting-directing WGNY, Poughkeepsie. Box 805, BROADCASTING.

Who Needs An Excellent Salesman & Commercial Manager?—Available ... September. Outstanding sales record ... 7 years in poor market. Married. Draft exempt. Thoroughly experienced local ... national sales, merchandising. Best ... references. Give full particulars. Box 810, BROADCASTING.

Smith Disclaims Newspaper Tieup

wns Only 10 Out of 2,500 hares in Publications

ORE far-fetched inclusions in the CC's alleged "newspaper owner- ip" tabulations introduced at the ening of the recent newspaper- dio hearings [BROADCASTING, ly 28, Aug. 4], are divulged with e disclosure that Joe L. Smith ., son of the Democratic Repre- ntative in Congress from Beck- y, W. Va., owns only 10 out of 500 shares of stock in Beckley ewspapers Inc., publisher of the eckley *Post-Herald* and *Raleigh egister*. The Beckley newspapers, cidentally, last month also pur- ased the *Suffolk* (Va.) *News- Herald*.

Young Mr. Smith controls WJLS, Beckley, and WKWK, Wheeling, oth listed by the FCC as "A" sta- ons, which purports to indicate at more than 50% of the stations' ock is held by newspaper inter- sts.

Far From the Truth

"I cannot readily understand," ys Mr. Smith, "why the FCC in- sts upon listing WJLS and WKWK as newspaper affiliated. ctually, nothing could be further om the truth, for here in Beckley ere has been a minor feud be- ween the radio station and the ewspaper ever since we first went on the air. While there is no real ad blood' between the publisher f the newspaper and myself, at the ame time I know that he would ever consult me in regard to any f his newspaper policies, and I ertainly have no intentions of ever iscussing any of the radio sta- ion's policies with him."

WKWK, recently licensed as a ew local in Wheeling, has 180 ssued shares, of which 98 are held by Mr. Smith, 80 by John Reynolds, former assistant secretary of the FCC who resigned to become its manager, one by Mr. Smith's brother, Hulett C. Smith, and one by Mary E. Meadows. Hulett C. Smith also owns 10 shares in Beck- ley Newspapers Inc., but has no active interest either in the news- paper or radio businesses.

Aetna to Use Radio

AETNA CASUALTY & SURETY Co., Hartford (insurance) early in the fall will start a campaign of transcribed announcements Monday thru Saturday on 15 sta- tions in New York State, to dramatize the liabilities involved in the new State automobile ac- cident laws going into effect Jan. 1, 1942. Agency is Marschalk & Pratt, New York.

Saved by Clipping

ONE of the most unusual re- quests ever received by the New York office of BROAD- CASTING came last Thursday from Al Taranto, timebuyer of Ted Bates Inc., New York. Mr. Taranto had been called by his local draft board. He had married in December and the board was skeptical. Draft evader? Could he prove he had intended to marry before the numbers were drawn? And Mr. Taranto remem- bered. On Oct. 1 BROADCAST- ING had learned of Mr. Ta- ranto's impending marriage and carried an item to that effect. Proof enough. Mr. Ta- ranto wanted the clipping. BROADCASTING obliged and somewhere, someplace in New York a young wife rejoices, because her husband has been deferred!

Court Upholds FCC

(*Continued from page 10*)

recommendations should not be made without diligently undertak- ing to secure relevant data and the informed thought of those likely to be affected. The surest safeguard against uninformed and arbitrary action is to be found in securing information from those best quali- fied to know the results of any gov- ernmental action.

"Certainly, until such action, if any, be taken, its constitutionality cannot be weighed and determined by a court, and, indeed, no presump- tion is to be indulged in that any action will be taken that is uncon- stitutional; nor is it to be presumed that the respondent will be required to give testimony of an irrelevant or privileged nature. The inquiry should be conducted fairly and rea- sonably, and it must be presumed that it will be. The authority of the Commission under the Act here in- volved is broader than the provi- sions which were challenged in the Harriman case, and so I do not be- lieve that the question here is con- trolled by that case."

* * *

Authority at Issue

BRIEFLY reviewing the conflict- ing stands of the FCC and Mr. Stahlman at oral arguments be- fore Judge Morris last Monday, Mr. Harris and Mr. Hanson re- duced the issue to whether the FCC in fact had the power to institute such a broad inquiry as the news- paper-ownership proceeding under the statutory authority of the Communications Act.

Mr. Harris argued that the power unquestionably lay with the FCC, either for individual or gen- eral hearings, under Sections 403 and 309(a) of the Act, with Mr. Hanson averring that the Com- mission has no authority "to adopt or apply any policy or promulgate rules, the purpose and effect of which would be to bar persons, firms or corporations engaged in the newspaper publishing business from engaging in the radio broad- casting business", much less to con- duct a sweeping inquiry into the conduct of the newspaper business.

He declared the FCC, through its newspaper-ownership question- tionnaire, had forced "a group of licensees" to become "stool pigeons" to report on the business activi- ties and practices of newspapers and publishers in their respective areas.

Battle of Briefs

According to the FCC brief, the Commission on March 20 issued its Order No. 79, directing an investi- gation to determine what state- ment of policy or rules, if any, should be made concerning appli- cations for FM stations along with future acquisition of standard broadcast stations, by persons also associated with newspaper publish- ing. Issued July 1, the supple- mentary Order No. 79A set forth the issues upon which testimony would be taken. On July 15 Ameri- can Newspaper Publishers Assn., through Mr. Hanson, filed a peti- tion requesting the FCC to vacate the two orders on the ground that the Commission lacked authority to conduct the proceedings. On July 23 the FCC issued its writ- ten opinion and order denying the petition.

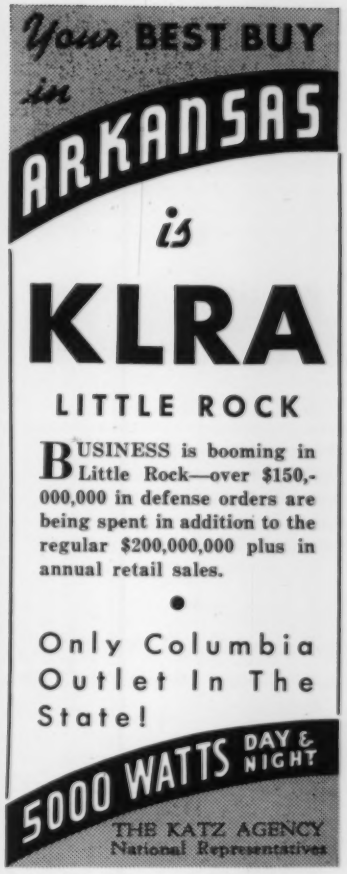
Continuing, the FCC in its brief explained that on July 29 Commis- sioner Ray C. Wakefield had di- rected a subpoena to Mr. Stahl- man, requiring him to appear for testimony Aug. 1. Mr. Stahlman failed to appear on the designated date, on advice of his counsel, Mr. Hanson, who declared the sub- poena a nullity because "the Com- mission is without power to make the inquiry indicated by its Order No. 79 and its Order No. 79A."

On Aug. 2 the FCC filed appli- cation for an order to show cause and an order requiring Mr. Stahl- man's appearance pursuant to the subpoena. Judge Morris signed the order to show cause the same day, and set last Monday for oral arguments and presentation of briefs.

Claims Jurisdiction

Noting that the respondent "at no time has contested either the validity of or the propriety of the subpoena per se", the FCC brief stated that apparently the only issue was whether the Commission had jurisdiction to conduct a hear- ing of the type contemplated by Orders 79 and 79A. Citing the FCC rules and regulations and their application to newspaper ap- plicants, the Commission brief de- clared:

"In recent months this problem has confronted the Commission


Your BEST BUY in ARKANSAS is
KLRA
LITTLE ROCK
BUSINESS is booming in Little Rock—over $150,000,000 in defense orders are being spent in addition to the regular $200,000,000 plus in annual retail sales.
Only Columbia Outlet In The State!
5000 WATTS DAY & NIGHT
THE KATZ AGENCY
National Representatives

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
JACKSON GETS HUGE DEFENSE INDUSTRY
Latest National Defense project awarded this area is ammunition (bag loading) plant at Flora—20 miles north of Jackson.
To cost $15,000,000.00
To employ 3500 to 4000
Invest you advertising dollars with WJDX—Dominant Radio Station in Mississippi's growing market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTSB
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

more and more frequently due to the recent commercial debut of FM broadcasting. As of the date when hearings began on Order No. 79 (July 23), 45 applications out of a total of 116 applications for FM licenses were by newspaper interests. The Commission's duty to act upon these applications carries with it the duty to determine the qualifications of the applicants. Section 4(j) enjoins the Commission to 'conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice'. Under Section 309, each of these applications would have to be set for hearing if the Commission could not determine from the examination thereof that public interest, convenience, or necessity would be served by a grant.

Requires Expertness

"To deny the Commission the power to institute a general inquiry into the same matter under Section 403, as apparently urged by respondent, would deprive Sections 4(j) and 403 of all meaning would lead to the unreasonable result that the Commission is empowered to hold scores of particular hearings in order to arrive at a determination of policy, but is not empowered to hold one general inquiry for the same purpose. The broad powers conferred by these sections can hardly be construed as intended to be confined within such a procedural straight-jacket.

"Consideration of the basic theory underlying the creation of administrative agencies reinforces the conclusion reached from the clear wording of the statute. One of the principal reasons for the establishment of administrative agencies is to be found in the expectation that such agencies will develop expertness in the administration of difficult specialized matters. "If the problems in the regulation of an industry are complex enough to warrant the establishment of an administrative agency to deal with them, it would seem unlikely that Congress would limit its usefulness by withholding from it the power to conduct general hearings for the purpose of better acquainting itself with the industry which it must regulate. Such an intention is not to be imputed to Congress unless the basic law creating the agency explicitly so provides. No color of such provision is to be found in the Communications Act.

STRATEGY AND KIBITZING were discussed in the pre-game huddle of the Radio All-Stars of WGN, Chicago, before they played against Bob Elson's Retrievers, regular WGN team of the Chicago Editorial League. Left to right, front row: Attilio Baggiore (with bat), producer Paul Fogarty, Bud Vandover, Bill Anson, Guy Savage (who later sprained his right ankle), Marlin Hurt (with white hat), Jess Kirkpatrick (with cigarette). Second row, left to right: George Dietrich, WGN engineer, Comedian Gordon Vandover, Actor Willard Waterman, Jack Brockhouse, Andy Frain, Charles Flynn. The Retrievers won, 13 to 9, and the game netted over $1,000 for Chicago charities.

May Need Legislation

"Moreover, the Commission's authority under Section 403 to institute the proceedings under Orders 79 and 79A is not limited to matters arising under Section 309. An inquiry is authorized into 'any matter. . . concerning which any question may arise under any of the provisions' of the Act. Section 4(k) directs the Commission to make an annual report to Congress and to include in it 'such recommendations as to additional legislation. . . . as the Commission may deem necessary'. Questions arising under Section 4(k) are also included within the contemplation of Section 403.

"It will be seen that the issues to be examined pursuant to Order No. 79 are broad enough to include subjects concerning which the Commission may wish to consider recommending additional legislation to the Congress. It should be noted that the question of common ownership of newspapers and radio stations has been discussed and debated in the halls of Congress on many occasions."

Mr. Hanson contended during oral argument, in support of his brief, that the FCC not only had no authority to conduct the newspaper-ownership hearings, but also that that it had slipped in the idea of making a report to Congress, based on evidence adduced at the hearings, only as an afterthought when Order 79 had been challenged. He asked, "Just what did the FCC have in mind with Order 79?"

"The chief question is whether the Commission has the power to make a classification of newspaper publishers either for the purpose of granting or denying radio licenses simply because they are identified with newspapers," he declared. "If the Commission has that power, I grant that it has the power to call such a hearing. If it does not have that power, then certainly such an inquiry is illegal."

The FCC questionnaire sent out to licensees revealed a "sweeping inquiry" into the newspaper publishing business, Mr. Hanson declared. He said "a group of licensees" were used by the FCC as "stool pigeons" to bring in information on newspaper policies over the country.

A Fishing Expedition

Reviewing explicit provisions of the Communications Act that broadcasting stations were not common carriers and that certain types of persons were disqualified from holding broadcast licenses, Mr. Hanson cited a series of court decisions, among them the Tri-State Broadcasting, Sanders Bros. and Colorado Radio Co. cases, all of which, he said, indicated that there was nothing to prevent a newspaper from owning a radio station, and that apart from individuals specifically disqualified in the Act, anyone satisfying the basic requirements concerning equipment, competent service, financial ability and interference would be a passible licensee.

Emphasizing that the FCC had mentioned no "report to Congress" in Order 79, Mr. Hanson declared that Mr. Stahlman had been asked to testify on "some ancient history" in the newspaper field, and not on any matter directly concerning him. He also called to mind Supreme Court bans on "fishing peditions", which he charged FCC proceeding constituted.

Declaring the FCC inquiry pure and simple an expedition the newspaper field, over which Commission certainly had no jurisdiction under the Act, Mr. Hanson declared the FCC had no power to make such an investigation, and the subpoena issued against Mr. Stahlman in connection with the proceedings amounted a violation of due process.

In a colloquy with Mr. Hanson Judge Morris commented that it not to be taken for granted that FCC inquiry would abridge the constitutional rights of the press, conceivably it could improve position of the press in regard station ownership. Mr. Hanson granted this point, but reemphasized that Order 79 made no mention of any "report to Congress commenting that "a legislative quiry must have a legislative purpose".

Later Judge Morris engaged an exchange with Mr. Hanson, ing why, if the FCC can go into individual situations on specific quiry, it cannot on general inquiry "explore all the advantages newspaper ownership". Mr. Hanson replied that this would amount to an "encroachment" on other individuals, pointing to the impossibility of establishing any general classification of newspapers as ing "good" or "bad" or "better or "worse".

Smith Bros. News

SMITH BROS., Poughkeepsie N. Y. (cough drops, syrup) Nov. 13 will begin sponsorship *Knox Manning & the News* on un-named number of CBS-Pacific Network stations, four nights weekly. Times have not yet been set. Contract is for 17 weeks J. D. Tarcher & Co., New York handles the account.

Cort Cigarette Test

RIGGIO TOBACCO Corp., Brooklyn, has signed for a 13-week on WINS, New York, for Cort Cigarettes, marking the first time radio has been used for the product. A total of 455 live half-minute announcements, at the rate 35 weekly, will be used. Agency M. H. Hackett Inc., New York.

It's a swell habit! Asheville is again classed as a Preferred City by Sales Management. Expected increase in the sales-income status for September is 29% above that for the same month last year ... Asheville is in 16th place among all cities in increase.

Using WWNC is to cinch an abundance of sales. Try it ... for RESULTS!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

We Capture Any Way You Look At It! Complete coverage! No waste coverage! Consistent coverage! Profitable coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it! Baltimore's ★ Mutual Affiliate

...LLIED IS AWARDED ...EDERAL CONTRACT

...EGARDED as the largest record-...g contract yet signed by the Gov-...nment, the Procurement Division ... the Treasury Department last ...riday awarded to Allied Record ...fg. Co., Hollywood, the contract ...r all Government recording dur-...g the next year. The contract, ...eviously held by Allied for 15 ...onths before it was awarded to ...BC for the last two years, covers ...cording, processing, pressing and ...ogram production for all Gov-...nment features.

The company has established a ...ashington office and will use ...udios of WOL for recording. The ...tual recording will be done by ...S. Recording Co., Washington. ...t is expected the contract will ...epresent a minimum volume of ...250,000 annually. Transactions ...ith the Procurement Division in ...ashington were handled for Al-...ed by Irving Fogel.

Kirkman Spots

...OLGATE - PALMOLIVE - PEET ...o., Jersey City (Kirkman soaps), ...n Aug. 18 will launch a 13-week ...ampaign of participations and one ...inute transcribed announcements ... to 19 times weekly on WBEN ...EBR WHAM WFBL WSYR ...IBX WGY WOKO WNBF ...ENY WERC WLEU WJTN. ...gency is N. W. Ayer & Son, New ...ork.

Fitzpatrick Extends

FITZPATRICK BROS., Chicago (Kitchen Klenzer), is adding mar-...ets and expects to attain national ...istribution by the first of the year. ...or fall, the company plans to use ...articipating programs and one-...inute dramatized announcements ...n stations in new markets, de-...ending upon availabilities and lo-...al marketing conditions. Agency ... Arthur Meyerhoff & Co., Chicago.

O'Sullivan Jingles

O'SULLIVAN RUBBER Co., Win-...hester, Va. (rubber soles) on Sept. ... will begin a campaign of one-...inute transcribed jingles, played ... to 26 times weekly on the follow-...ng stations: WBAL WNAC WORL ...WCFL WAAF KFI KHJ WABC ...WINS WOV WFIL WPEN KALE ...KSFO KFRC KIRO WRC. Con-...tracts are for 13 weeks. Berming-...ham, Castleman & Pierce, New ...ork, handles the account.

Sheaffer to Start

...V. A. SHEAFFER PEN Co., Fort ...adison, Ia., on Sept. 1 will start ... schedule of evening chain break ...nnouncements, varying from one ... three times per week on 80 sta-...ons. Contract will run through ...hristmas. Agency is Russel M. ...eeds Co., Chicago.

Quaker Net Comedy

...UAKER OATS Co., Chicago, has ...ecided on the title *That Brewster ...oy* for the weekly half-hour comic-...ramatic program, which will start ...n Sept. 8 on 51 NBC-Red stations, ...or Quaker and Mother's Oats. Pro-...ram will emanate from Chicago ...n Mondays, 9:30-10 p.m. Agency ... Ruthrauff & Ryan, Chicago.

Blue Moon Spots

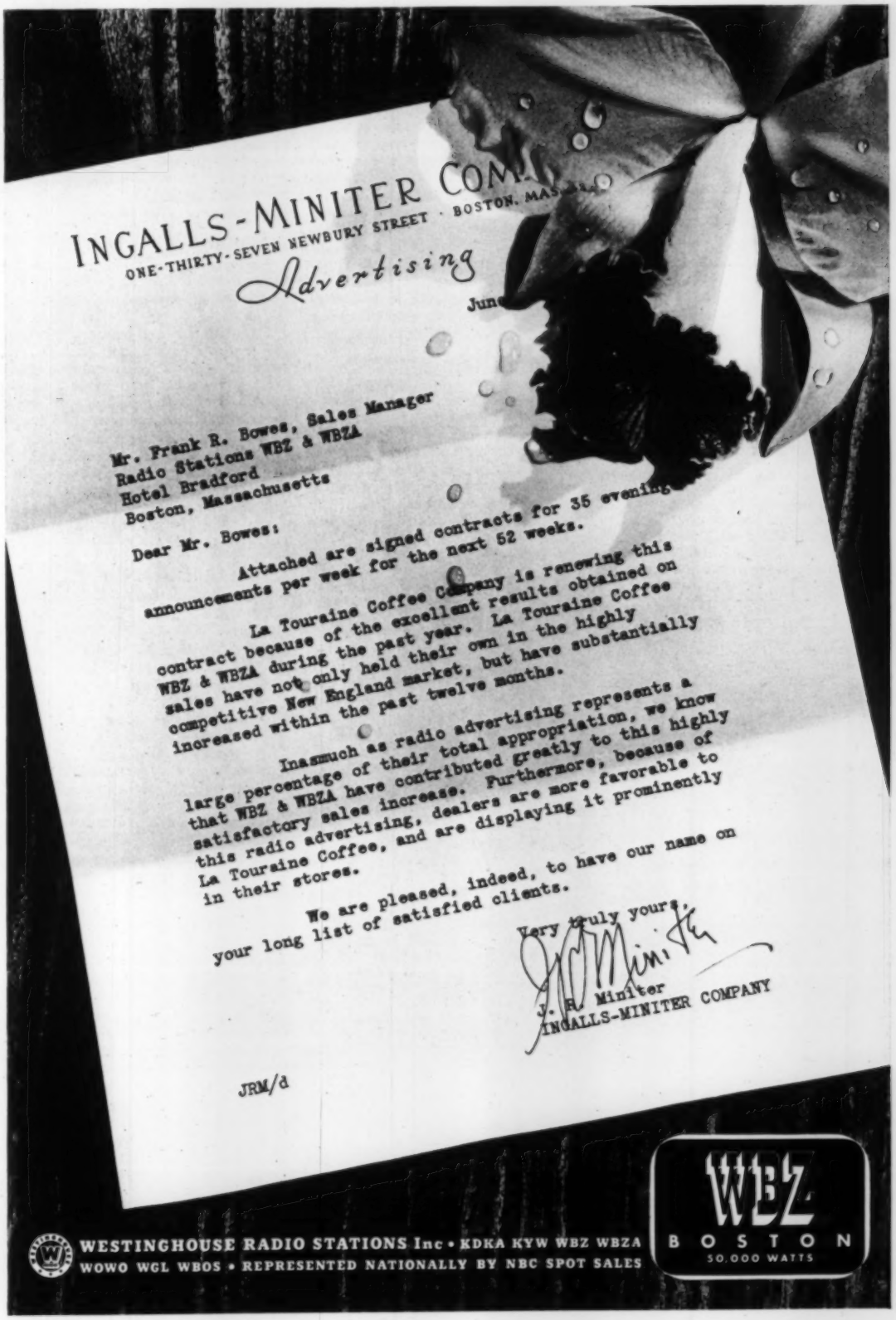
BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads) recently started participations on *Saturday Morning Open House*, on WCCO, Minneapolis, for a period of 13 weeks. The company is also participating on *Dear Imogene*, on WOR, New York, and on *June Baker*, on WGN, Chicago. H. B. LeQuatte Inc. is the agency.

New Sweetheart Drive

MANHATTAN SOAP CO., New York (Sweetheart soap flakes) beginning the first week in September, will launch an extensive campaign of transcribed announcements and chain breaks on 40 Midwest stations. Contracts are for 12 weeks. Franklin Bruck Adv. Corp., New York, handles the account.

Beechnut Campaign

BEECHNUT PACKING Co., Canojoharie, New York, is planning its fall spot campaign for Beechnut gum on a large list of stations, as yet not completely settled. Schedule will be similar to last year's campaign, according to Newell-Emmett Co., New York, agency in charge, which will announce details later this month.


INGALLS-MINITER COM...
ONE-THIRTY-SEVEN NEWBURY STREET · BOSTON, MAS...
Advertising
Jun...
Mr. Frank R. Bowes, Sales Manager
Radio Stations WBZ & WBZA
Hotel Bradford
Boston, Massachusetts
Dear Mr. Bowes:
Attached are signed contracts for 35 evening announcements per week for the next 52 weeks.
La Touraine Coffee Company is renewing this contract because of the excellent results obtained on WBZ & WBZA during the past year. La Touraine Coffee sales have not only held their own in the highly competitive New England market, but have substantially increased within the past twelve months.
Inasmuch as radio advertising represents a large percentage of their total appropriation, we know that WBZ & WBZA have contributed greatly to this highly satisfactory sales increase. Furthermore, because of this radio advertising, dealers are more favorable to La Touraine Coffee, and are displaying it prominently in their stores.
We are pleased, indeed, to have our name on your long list of satisfied clients.
Very truly yours,
J. R. Miniter
INGALLS-MINITER COMPANY
JRM/d
WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES
WBZ
BOSTON
50,000 WATTS

'Alert' Exhibited

MEMBERS of the Defense Communications Board last Thursday witnessed a special demonstration of the RCA "alert receiver", newly-perfected device which rings a bell to summon its owner, gives him instructions broadcast by his Civil Defense Chief and then shuts itself off automatically. The Washington demonstration, supervised by Arthur Van Dyck, in charge of the RCA License Laboratories where the device was perfected [BROADCASTING, Aug. 4], was presented at the request of FCC and DCB Chairman James Lawrence Fly. Members of the FCC staff and the press observed its operation at a second demonstration later in the day.

Brewery Discs

GALVESTON-HOUSTON BREWERIES, Galveston, Tex. (Southern Select beer), on Sept. 5 will start a series of quarter-hour transcribed programs, five times a week, on KGKO, Fort Worth, and a series of six-weekly quarter-hour programs on WACO WFAA WOAI KPRC KLUF KWFT KRGV KFJZ KGNC KTSM XEJ. Sponsor will also advertise its product on one-minute transcribed announcements, from one to three times weekly, on KXYZ KRIC KTBC KPLT KRIS KNOW KTEM KFDM KRMD. Contracts vary from a month to 52 weeks. Agency is Ruthrauff & Ryan, Chicago.

Big Ballantine Series

P. BALLANTINE & SONS, Newark, on Sept. 12 will start a variety program on 75 Mutual stations, featuring Charles Laughton, Milton Berle, Shirley Ross and Bob Crosby's orchestra. Programs will be heard Fridays at 9:30 p.m. in the interests of Ballantine's beer and ale. Agency is J. Walter Thompson Co., Los Angeles.

Maltex Making Up List

MALTEX Co., Burlington, Vt. (Maltex cereals), starting the middle of September is planning a campaign of participations on *Woman of Tomorrow*, WJZ, New York; *Marjorie Mills*, Yankee Network; *Uncle Don*, WOR, New York and *Home Forum*, KDKA, Pittsburgh. Other markets will be added. Agency is Samuel C. Croot Co., New York.

Lane Bryant Series

LANE BRYANT Inc., New York (mail order house), on Aug. 18 is to launch a campaign of participations and live announcements plugging the company's catalogue on WHO KMA WNAX WDZ WWVA WSM KXOK KWFT WLS WLW WIBW. Agency is Huber Hoge & Sons, New York.

WALTER LURIE, free-lance producer, has incorporated his own radio production company, Radio Showmanship, Inc., with offices at 341 Madison Ave., New York.

Govt. Anti-Ad Front Widening

(*Continued from page 9*)

that he has a "desire to control it" Assistant Attorney General Thurman Arnold's current enforcement activities in the food, drug, tobacco, gasoline and other industries include several sidelight attacks on advertising. In his June, 1940, indictment against the "big four" cigarette companies, Mr. Arnold charged defendants with the use of "extensive and continuous nationwide advertising" to maintain "such a public demand and acceptance for their major brands" that defendants were able to force retailers and others to handle their products on arbitrary and unreasonable prices and terms. Mr. Arnold not only attacked the allegedly illegal terms and prices, but blamed their existence on successful advertising—in short, not only did Mr. Arnold attack alleged monopolistic practices, *per se*, but also went out of his way to ring in advertising which does not constitute an offense against the anti-trust act.

Letter to Oil Companies

Since it must be assumed that all advertising is designed to create a demand for a commodity, Mr. Arnold's apparent position is this—advertising in general is alright, but when it is so successful that it creates an insistent demand for a commodity or brand, then the Antitrust Division can step in and level off the situation to prevent the successful national advertiser from getting too far ahead of his less successful competitor.

Several weeks ago, Mr. Arnold topped this off by sending a questionnaire to the leading gasoline and oil companies, asking them how and why they advertised their products. Mr. Arnold indicated that these companies advertise their gasoline, create an insistent demand for their product, and then use this demand as a means of forcing the retail gasoline station to buy their whole line of products. Here, again, Mr. Arnold apparently indicates that he would place a limit on the success of a national advertising campaign.

New York Milk Case

In a May, 1941, indictment against the large milk distributors in the metropolitan New York area, Mr. Arnold charged that a two-cent differential between branded "Grade A" milk, highly advertised as superior to other brands, and "Grade B" milk, sold by independents and defendants but not supported by large amounts of advertising, is unjustified because there is no substantial difference between the two grades. Aside from the question of whether "Grade A" and "Grade B" are identical, Mr. Arnold apparently is hitting at the heart of advertising—brand names—by contending that a company cannot charge more for branded articles backed by advertising.

In June, 1941, the Antitrust Division secured an indictment against the evaporated milk industry in which virtually the same principle was involved—a charge that the industry set a differential between the prices of their primary advertised brands and their secondary brands.

And finally, Mr. Arnold's theories and legislative proposals in regard to changing the patent and trade mark laws are regarded by lawyers in those fields as having a bearing on the future of advertising. They charge that Mr. Arnold would like to limit the life and effectiveness of patents and trade marks, which they claim is the heart of national advertising. Without exclusive protection for a product or a name, advertising would only serve to help the competitor as well as the advertiser.

While not of major interest to national edvertisers, Mr. Arnold also is looking into the field of cooperative advertising, such as is generally practiced by voluntary groups of independent food and drug stores as a means of meeting chain store competition. Mr. Arnold wants to know whether this form of advertising is a means of fixing prices. Likewise, he has expressed opposition to State fair trade laws, a device by which the distributors of nationally advertised products prevent the sale of these products below certain stated prices, and to State unfair trade laws which prevent the sale of such products below cost as a means of drawing customers to a store.

Meat Packing Cases

Mr. Arnold's latest effort to tie advertising to his anti-trust program came on Aug. 13 when the Antitrust Division secured an indictment against 81 meat packing companies, including the nation's leading advertised-brand distributors, and the American Meat Institute, trade association for the packers. The indictment charged that the packers conspired to raise prices of hams during the period immediately preceding Easter by withholding the sale of hams for use on Easter Sunday until the month prior to Easter. According to the indictment, the net effect of this practice was to increase prices during peak demand.

The indictment pointed out that the meat industry stimulated a demand for hams by pushing its nationwide advertising campaign in an effort to make ham the traditional Easter Sunday dish the same way turkey is the Thanksgiving dish. Again the point may be raised as to why Mr. Arnold insisted on including a reference to successful national advertising campaigns in an incident in which it must be assumed that the alleged pricing violations are covered by the Sherman act, per se, and has nothing to do with the success or failure of a national advertising campaign.

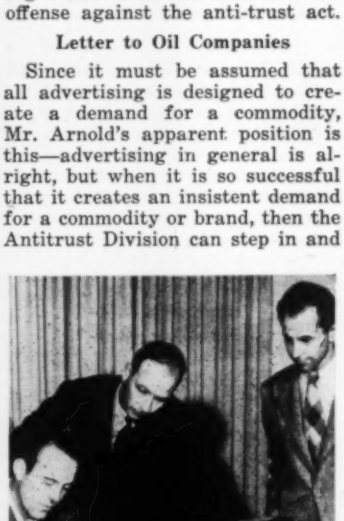
FTC Study

FEDERAL TRADE COMMISSION: Early in 1940 the FTC secured funds from Congress to promote an inquiry into the "cost of distribution". In justifying the inquiry for the House Appropriations Committee, FTC said it would like to find out whether advertising served an economic purpose and performed a service to consumers. When leaders of the advertising industry protested vigorously, FTC issued a formal statement saying that it did not intend to investigate advertising as such.

According to FTC sources, the advertising angle was slipped into the investigation by the Economic Division without the Commission itself realizing the full import of the situation. However, the FTC denial does not wipe out the essential fact that there must be some people in high places on the Commission's staff who question the economic justification of advertising in the distribution of goods. Even if the final report, which has been delayed due to defense activities—so say FTC sources—is not antagonistic to advertising, the question arises as to what was the need of investigating advertising in the first place if its place in distribution is not under fire.

Sherwin-Williams Case

In December, 1939, FTC issued a Robinson-Patman Act complaint against the Sherwin-Williams Paint Co. and subsidiaries [illegible]



SERIOUS MOMENT for this group of executives occurred when Nathan Elliot (seated), president of West Coast Construction Co., Beverly Hills, Cal., one of the largest Pacific Coast home builders and remodelers, signed a 52-week contract to sponsor the weekly quarter-hour *Hollywood on Parade* and 12 spot announcements per week on KMPC, that city. Bending over Mr. Elliot is Walter B. Davison, KMPC sales manager, as Walter Shanks, account executive of T. Tyler Smith Adv. & Merchandising, Hollywood agency servicing the account, looks on. Firm, new to radio, will devote more than 90% of its advertising appropriation to the medium. Following the first 13 weeks, *Hollywood on Parade* is to be sponsored twice weekly.

KTHS, Hot Springs, Ark., had its antenna struck by lightning July 31. Due to fast work by Cecil Scuitt, engineer at the 10,000-watt transmitter, the station was back on the air exactly 11 minutes after the accident.

gives the hint that this law might some day be used as a weapon to eliminate price differentials between advertised brands and non-advertised, or lesser-advertised, comparable commodities put out by the same company. This act is designed to force a seller to offer his commodities on similar terms and at similar prices to all buyers.

In the Sherwin-Williams case, FTC apparently questions the practice of selling paint under one advertised trade name at one price, while a subsidiary is selling comparable paint under another trade name at a different price. The implied theory is—any price differential between the respective comparable products of an affiliated group would constitute a price discrimination, if those comparable products were of like grade, even though they might be sold under different nationally advertised brand names. In fact, the theory is somewhat similar to that used by Mr. Arnold in the milk and evaporated milk cases, but FTC would use the Robinson-Patman Act as its means of operation, while the Antitrust Division would use the Sherman Act.

This theory would strike at the heart of many advertised brands because it would mean the leveling-off of prices for advertised brands and similar items sold under private, or non-advertised brands. It would mean that the distributor would not be able to pass on any of the costs of advertising, and the advertised brand would be at a competitive disadvantage with the non-advertised brand. In general, however, it must be noted that FTC is less radical in its approach to advertising as an institution than other government agencies. Essentially a middle-of-the-road agency, FTC's main business is regulating advertising claims and drastic reduction in advertising generally might cut down the number of FTC "customers" and leave it without much to do.

Congressional Ideas

CONGRESS: Although the report, monographs, and activities of TNEC have been almost forgotten in the rush of the defense emergency, there is a strong possibility that one of the first post-war problems to face industry will be Congressional legislation based on the work of this investigating committee. While the final report was not particularly hostile to advertising, many of the TNEC activities leading up to the final report were.

The Committee published a monograph by Isadore Lubin, then Commissioner of Labor Statistics, which was unfavorable to nationally advertised brands of drug goods—the report pointing out how non-advertised drug items of similar nature could be obtained at lower prices. The Committee also heard testimony and received a monograph from Donald Montgomery and his aides at the Consumer Counsel's office of the Agriculture Department, the major theme of which was the necessity for establishing government standards and grades for consumer goods, thus obviating the necessity of using brand names as guides to quality and grades of goods. In addition, TNEC endorsed most of Mr. Arnold's theories in regard to antitrust, patent, trade mark, and fair trade legislation.

No one is paying serious attention to the activities of a Senate Committee to Study Problems of Small Business, and yet this committee has announced plans to study the effect of large scale advertising on the small businessman. Behind the scenes of this committee are some men who are known for their decidedly hostile views toward big business, particularly the chains, and if anything comes of their study it can be assumed that it will embody an attack on advertising as one of the means which hamper the activity of small businessmen. It must be recalled that Rep. Voorhis (R-Cal.) introduced a bill to tax advertising and billboards last December in the closing days of the last session of Congress. Everyone knew that the bill could not be passed, and it was generally regarded as one of the thousands of bills introduced and then forgotten. And yet, seven months after this bill was forgotten, the House Ways & Means Committee adopted the idea of taxing radio and billboards advertising.

GRADE LABELING: This is one activity that cannot be catalogued as belonging to any one particular government agency, although its progress centers around the Agricultural Marketing Service of the Agriculture Department. It also is an activity that, for the present, is confined to the canned fruit and vegetable segment of the food industry. But there is no telling when the principle might be broadened to other industries, if it is once forced on the food industry. The idea is being pushed by government reformers and militant consumer groups.

It embodies the establishment of government standards and grades for canned fruits and vegetables, and the marking on the labels of grade letters A, B, C, D, etc. This strikes at advertised brands because it implies that the consumer need not pay attention to advertised brands and can, instead, rely on the government grade. Grade labeling has been making some headway in recent months in the form of voluntary programs initiated by the Agricultural Marketing Service and the National Retailer-Consumer Council.

BASIC DAYTIME ARGUMENTS

NBC-Blue Catechism Offers Potent Reasons For Guidance of Salesmen

WHILE there is no special news in the list of reasons why daytime broadcasting pays which the NBC-Blue Network recently distributed to its salesmen, it includes some fundamental arguments for radio salesmen, network or spot, to review occasionally. Here they are:

1. The daytime radio audience consists of the largest group of women who can be reached by an advertising message through a single medium.

2. Radio is the women's sole companion in the majority of homes when the husband has gone to work and the children are away at school.

3. Daytime radio programs have been designed particularly to fit a woman's needs, desires and likes, whereas evening programs have to be of broader—and therefore less direct—appeal.

4. For the above reason, women pay more attention to *what is said* in daytime radio programs—the programs and their personalities are definitely part of their lives.

Strong Habits

5. Most daytime programs are heard five times a week (and most of the remainder at least three times a week) which means that habits of listening are stronger and more firmly entrenched than for once-a-week evening shows.

6. Far from interfering with each other, the numerous daytime serials actually help each other. For all their variations most of these serials deal with just about the same human elements and appeal to the same emotional desires.

7. Daytime advertising being primarily a woman's advertising medium, it has attracted scores of advertisers whose products are of special interest to women. Their commercial announcements have a real following of their own, resembling that of department store advertisements in newspapers, which are of more interest to women than the news and editorial contents are.

8. Because of this interest, advertisers have customarily given more details about their products, more explicit commercials. Women not only accept more sales talk—they apparently expect it—and women are the purchasing agents of the family.

9. For years daytime advertisers have made attractive premium offers of all kinds which have produced much higher responses than most evening offers.

10. Women expect these offers—they have learned from experience that they are well worthwhile—and they will go out and purchase products in order to return boxtops for the items offered.

11. Approached during daytime hours when her problems are before her, a woman registers in her mind the suggestions made and puts them into practical use in her marketing.

12. Rates for daytime hours are only one-half of evening rates.

'Hap Hazard' Stays

S. C. JOHNSON & Son, Racine, Wis. (polish), will continue *Hap Hazard*, summer fill-in for *Fibber McGee & Molly*, as a permanent network show effective Oct. 1. Currently *Hap Hazard* is heard on 99 NBC-Red stations, Tues., 9:30-10 p.m. (EDST), but will shift to Wednesday 7:30-8 (EST) on an unnamed number of NBC-Red stations, when Fibber returns. The *Hap Hazard* series features Ransom Sherman in the title role, supported by Edna O'Dell and Billy Mills. Agency is Needham, Louis & Brorby, Chicago.

Fay for Lewis-Howe

LEWIS-HOWE Co., St. Louis (Tums), on Oct. 16 or 23 will start sponsorship of a new variety show featuring Frank Fay on an undisclosed number of NBC-Red stations Saturday 10:30-11 p.m. (EST). Others in the cast include Bob Hannon, vocalist, Harry Salter's orchestra, George Haggerty and Keenan Wynn. Company is also sponsoring *Horace Heidt's Treasure Chest* on 69 Red stations Tuesday 8:30-9. Agency for both accounts is Stack-Goble Adv. Agency, Chicago.

Hecker Flour on MBS

HECKER PRODUCTS Corp., Chicago, On Sept. 8 is starting a new series of daytime programs titled *At Your Service* in the interests of Ceresota and Aristos flour on six MBS stations, details to be announced later. WGR, Buffalo; WGN, Chicago; KWK, St. Louis, and WHB, Kansas City, will air the programs Monday, Wednesday and Friday, 12:15-12:30 p.m., while WOR, New York, and WIP, Philadelphia, will record the show for later broadcast at 1 p. m. On Oct. 6, the latter two stations will take the program live at 12:15 p. m. Agency is Leo Burnett Co., Chicago.

Bears Games on WENR

COMPLETE 1941 schedule of the Chicago Bears, of the National Professional Football League, will be broadcast exclusively by WENR, Chicago. Games will be broadcast every Sunday afternoon from Sept. 28 through Dec. 7, seven of which will emanate from Chicago, and four from other cities in the circuit. Fort Pearson, sports announcer of NBC, Chicago, is scheduled to handle the professional games.

Rockwood Placing

ROCKWOOD & Co., Brooklyn (chocolate), on Sept. 15 starts participations on *Feature Foods*, WLS, Chicago; *Bessie Beatty*, WOR, New York and *The Norma Young Program*, KHJ, Los Angeles. *The Homemakers Club* on the latter station will also be used starting in October. Other markets will be announced in the near future. Federal Adv. Agency, New York, handles the account.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH
CHICAGO • NEW YORK

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 9 TO AUGUST 15, INCLUSIVE

Decisions . . .

AUGUST 9

MISCELLANEOUS — **NEW, Scripps-Howard Radio Inc., Houston.** denied motion postponement consolidated hearing CP new station; **WLAW, Lawrence, Mass.**, withdrew petition intervene application KWK CP 680 kc unl. directional; **NEW, George Grant Brooks, Scranton, Pa.**, granted in part continuance consolidated hearing to 9-16-41.

AUGUST 12

NEW, Western Radio Corp., Pendleton, Ore.—Granted CP new station 1240 kc 250 w unl.

NEW, Don Lee Broadcasting System, Hollywood—Granted CP new commercial television station Channel No. 1 emission A5 and special for FM, unl.

NEW, Zenith Radio Corp., Chicago—Granted CP new commercial television station Channel No. 1 emission A5 and special for FM, unl.

W3XE, W3XP, Philadelphia—Granted consent transfer control from stockholders of Philco Radio & Television Corp. to Philco Corp. (transferors agree to exchange all issued and outstanding stock of licensee for equal number common voting stock of transferee).

WKNF, Keene, N. H.—Granted consent assignment license to WKNE Corp.

SET FOR HEARING—**KRBC, Abilene, Tex.**, CP change 1470 kc, increase 1 kw unl., install, move transmitter; **WQBC, Vicksburg, Miss.**, modification license to w N 1 kw D; **NEW, San Jacinto Broad-** 1470 kc, change hours to unl. with 500 **casting Co., Houston,** CP new station 1470 kc 1 kw unl. contingent on KXYZ vacating channel; all three applications to be heard jointly.

MISCELLANEOUS—**KFQD, Anchorage, Alaska**, application to transfer control to Midnight Sun Broadcasting Co. placed in pending file under Order 79; **NEW, West Allis Broadcasting Co., West Allis, Wis.**, denied petition reconsider and grant CP new station; **WWRL, Woodside, L. I., N. Y.**, denied petition to amend findings, conclusions and order issued in Brooklyn cases or reconsieration and oral argument thereon; **KWTO, Springfield, Mo.**, granted CP install directional increase to unl. hours, grant subject to any future ruling of Commission on multiple ownership.

AUGUST 15

MISCELLANEOUS — **KFUO, Clayton, Mo.**, granted modification CP new transmitter, increase to 850 kc, **KFJI, Klamath Falls, Ore.**, denied intervention Herald Pub. Co, Klamath Falls, and D. Schaeffer denied intervention as well as petition for investigation and to strike KFJI's petition; **WFMJ., Youngstown** granted intervention Washington Broadcasting Co, Washington, Pa.; **WPRP, Ponce, P. R,** granted continuance hearing to 11-3-41; **WEEU, Reading, Pa.**, granted amendment CP to 5 kw unl., directnooail, motion to remove from docket without prejudice to filing another petition to remove was dismissed.

Applications . . .

AUGUST 12

NEW, Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Amend CP new station to 46.1 mc 10,000 sq. mi. 2,703,202 population.

NEW, WBNX Broadcasting Co. Inc., New York—Amend CP new FM station to 48.3 mc.

WWNY, Watertown, N. Y.—CP change 790 kc, increase 1 kw and hours to unl, directional N.

NEW, WKAL Inc., Kalamazoo, Mich.—CP new station 1080 kc 1 kw D.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—CP new station 1050 kc 1 kw D.

NEW, Etowsah Broadcasting Co., Gadsden, Ala.—CP new station 860 kc 250 w unl.

NEW, Roy Branham Albaugh, Waco, Tex.—CP new station 250 w unl.

WGRC, New Albany, Ind.—Amend CP change frequency to 790 kc, decrease proposed power to 1 kw; 5 kw D, install directional

KMYC, Marysville, Cal.—Modification license 250 w.

AUGUST 14

WSAR, Fall River, Mass.—CP change 1470 kc.

NEW, Eastern Broadcasting Co., Patchogue, N. Y.—CP new station 550 kc 1 kw unl.

NEW, Kennebec Broadcasting Co., Augusta, Me.—CP new station 1400 kc 250 w requesting facilities WRDO.

WHAT, Philadelphia—Amend CP to daytime hours.

WIBG, Glenside, Pa.—Authority transfer control to Paul F. Harron, Joseph Lang, John B. Kelly and Anthony J. Drexel Biddle Jr. transferring 100 shares common, issuing 100 new shares.

NEW, B. S. Sadler, New Bern, N. C.—CP new station 1340 kc 250 w unl.

WMIN, Minneapolis—Amend CP to reduce N power to 1 kw, change transmitter site.

NEW, The Continental Broadcasting Co., Salt Lake City, Utah—CP new station 610 kc 1 kw directional unl.

Tentative Calendar . . .

WPAY, Portsmouth, O., license renewal, transfer control to Brush-Moore Newspapers Inc. (Aug. 18).

KGLU, Safford, Ariz., license renewal (Sept. 16).

WARM, Scranton, Pa., license cover CP; **NEW, Anthracite Broadcasting Co. Inc., Scranton,** CP new station 1400 kc 250 w unl.; **NEW, George Grant Brooks Jr., Scranton,** same (consolidated hearing, Sept. 16).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP new station 1340 kc 250 w unl. (Sept. 29).

NEW, Scripps-Howard Radio Inc., Houston, CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston,** same; **NEW, Greater Houston Broadcasting Co. Inc. Houston,** same (consolidated hearing, Sept. 29).

WSAM, Saginaw, Mich., modification license 1400 kc 250 w unl. (Oct. 10).

WJAX, Jacksonville, Fla., CP 930 kc 5 kw unl. directional N (Oct. 13).

KALB, Alexandria, La., CP 580 kc 1 kw unl. directional N (Oct. 15).

WAAF, Chicago, CP 950 kc 1 kw unl. directional N (Oct. 17).

WIBG, Glenside, Pa.—Modification license to 990 kc. ltd. Knoxville (Oct. 20).

WBRY, Waterbury, Conn.—Modification CP to 560 kc unl. directional (Oct. 22).

Burnet, Cook Are Named RCA Vice - Presidents

MEADE BURNET and Jay D. Cook have been elected vice-presidents of RCA Mfg. Co., by the board of directors, it was announced Friday by George K. Throckmorton, president. Mr. Burnet, whose service with RCA and predecessor companies dates from 1919, will continue his present duties as manager of the engineering products division, including Government business. Mr. Cook, whose 14 years with RCA and a predecessor company began in the cost accounting department, will continue in charge of the international division, which handles export business and directs the activities of its foreign subsidiary companies.

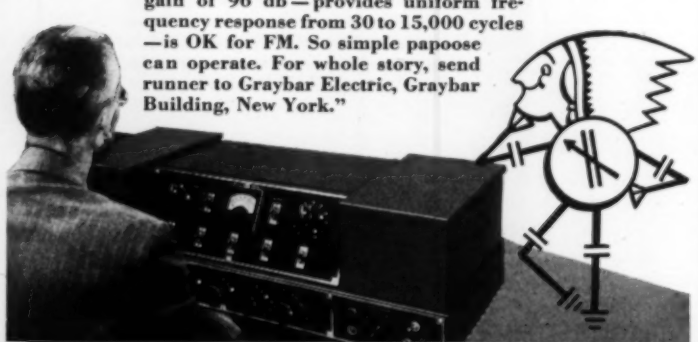
NBC Shortwave Post

SHORTWAVE listening post for Far East pickups has been established by NBC at North Hollywood, Cal., with Mort Smith, network engineer, as supervisor. A. A. Schechter, NBC New York director of news and special events, was in Hollywood to complete the set-up and arrange for a staff. The post is similar to that at Bellmore, Long Island.

HENRY F. SCARR of the specialty product division of Western Electric Co., New York, on Aug. 16, flew to Seattle to speak at the Pacific Coast convention of the Institute of Radio Engineers, Aug. 20-23. Subject of his talk will be "Practical Speech Input Systems and System Objectives for Broadcast Service."

"WANT BIG BUILD-UP? GET 23C SPEECH INPUT"

"Small stations have plenty savvy when they put wampum on Western Electric 23C," says Chief Engineer. "It gives total gain of 96 db — provides uniform frequency response from 30 to 15,000 cycles — is OK for FM. So simple papoose can operate. For whole story, send runner to Graybar Electric, Graybar Building, New York."



Western Electric

ZENITH, DON LEE GIVEN VIDEO

CONSTRUCTION permits for new commercial television stations one in Chicago and the other Hollywood, were granted Aug. by the FCC.

The Chicago grant was to Ze Radio Corp. and authorizes time use of Channel No. 1 (50 56,000 kc.), using special emi for FM. Zenith proposes to the facilities of its present ex mental television station, W for commercial operation.

Don Lee Broadcasting Sy recipient of the Hollywood struction permit, will also Channel No. 1 with special sion for FM and contemplates lizing the equipment of its exis experimental television sta W6XAO.

The FCC last Tuesday gra consent to transfer control of perimental television sta W3XE and W3XP from stock ers of Philco Radio & Telev Corp. to Philco Corp. The tr ferors agree to exchange all issued and outstanding ca stock of the licensee, which is 826 shares, common, with a value of $100 per share, for equal number of shares of common voting stock of the tr feree which also has a par val $100 per share.

GE Shortwave Studi On Coast Are Dedicat

GENERAL ELECTRIC'S inte tional broadcasting st..tion, K officially dedicated Aug. 6 its studios in the Fairmont Hotel, Hill, San Francisco. The powe KGEI, which for 2½ years been located on Treasure Islan San Francisco Bay, recently increased from 20 to 50 kw. Its transmitter house recently completed at Belmont, on pro adjoining the KPO transmitter.

Manager E. T. (Buck) H announced appointment of staff members to care for the creased volume of work. Merri Phillips, who spent two years GE's broadcasting activities Schenectady, has been added the San Francisco staff, as has Bennett, chief English-speak announcer. Bennett formerly music director of KQW, manag of KHUB and more recently announcing and artist staff KPO-KGO.

KGEI operates on 9,760 kc. 4 to 9:15 a. m. and from 9:30 to 1 a.m. (PST). Its freq from 4 to 9 p. m. (PST) is 330 kc.

More Money for Motoring

TO BE USED in speeding up its itoring, translating and anal functions, and increase the opp nity for their practical applicati defense problems, the Foreign B cast Monitoring Service of the last Friday received from Con an additional appropriation of 000 for fiscal year 1942. Added regular $600,000 appropriation 1942, provided recently by Con FBMS will have a total operating propriation of $800,000 for the [BROADCASTING, June 2, 16].

Network Accounts

All time EDST unless otherwise indicated.

New Business

BALLANTINE & SONS, Newark (beer), on Sept. 12 starts *Three Ring Time* on 75 MBS stations, Fri., 9:30-10 p. m. Agency: J. Walter Thompson Co., Los Angeles.

DELAWARE, LACKAWANNA & WESTERN RAILROAD Co., New York (Blue Coal), on Sept. 28 resumes *The Shadow* on MBS, Sun., 5:30-6 p.m. (EST) Agency: Ruthrauff & Ryan, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 starts *Jack Armstrong* on MBS, Mon. thru Fri., 5:30-5:45 p. m. (EST) Agency: Knox-Reeves, Minneapolis.

WANDER Co., Chicago (Ovaltine), on Sept. 29 starts *Captain Midnight* on MBS, Mon. thru Fri. 5:45-6 p. m. (EST) Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN BIRD PRODUCTS, Chicago (birdseed), on Oct. 19 starts *American Radio Warblers* on 9 MBS stations, Sun., 1-1:15 p. m. (EST). Agency: Weston-Burnett, Chicago.

PROCTER & GAMBLE Co., Cincinnati, (Drene shampoo), resumes *Knickerbocker Playhouse* on approximately 45 NBC-Red stations, Sat., 8-8:30 p.m., with repeat 11:30-12 p. m. Agency: H. W. Kaster & Sons Adv. Co., Chicago.

MENNEN Co., Newark (lotion, etc.), on Sept. 28 starts *What Price Glory* on 80 NBC-Blue stations, Sun. 7:30-8 p. m., for 52 weeks. Agency: Russel M. Seeds Co., N. Y.

MAGAZINE REPEATING RAZOR Co., New York (Schick razors blades), on Sept. 18 resumes *Duffy's Tavern* on 55 CBS stations and shifts from Sat. 8:30-8:55 p.m. to Thurs. 8:30-8:55 p.m. Agency: J. M. Mathes Inc., N. Y.

LEWIS HOWE Co., St. Louis (Tums), on Oct. 16 or 23 starts *Frank Fay Variety Show* on an unnamed number of NBC-Red stations, Sat. 10:30-11 p. m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton's tea), on Oct. 5 resumes *Helen Hayes Theatre*, on 97 CBS stations Sun., 8-8:30 p.m. (EST). Rebroadcast undetermined. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap) on Aug. 25 starts *Bright Horizon* or *The Story of Michael West*, on 34 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. with a repeat 2-2:15 p.m. *Big Sister* on 73 CBS stations, now on at that time, shifts to 12:15-12:30 p. m. cancelling 2-2:15 repeat. Agency for *Bright Horizon* is Young & Rubicam, N. Y.; for *Big Sister*, Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan Soap), on Oct. 7 starts *Burns & Allen-Paul Whiteman*, on approximately 80 NBC-Red stations, Tues. 7:30-8 pm. (EST), with a repeat 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 19 resumes *Lutheran Hour* on 105 MBS stations, Sun., 1:30-2 p. m. (EST). Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

PILLSBURY FLOUR MILLS Co., Minneapolis, on Sept. 11 starts *The Musical Millwheel* on 44 NBC-Blue stations, Thurs. thru Sun., 9-9:15 a.m. Agency: McCann-Erickson, Chicago.

Improvement in Outlets And Accounts Signed by Blue Outlined by Kobak

IN VIEW of regulations governing radio station operation ordered by the FCC 14 weeks ago, Edgar Kobak, NBC vice-president in charge of NBC-Blue sales, has issued a letter to advertisers and agencies listing outstanding developments of the Blue since May 2.

New contracts signed in that period total 15, of which 10 are new advertisers and five have previously been on the Blue in 1941. The sponsors are: General Electric Co., Wheeling Steel Corp., Mennen Co., Pan-American Coffee Co., Pillsbury Flour Co., Trimount Clothes, Standard Oil of Indiana, Neighbors of Woodcraft, W. F. Young Inc., Ralston-Purina Co., Standard Brands, J. B. Williams, *Newsweek*, Texas Co., and Brown & Williamson Tobacco Co.

The letter states there are 58 stations waiting for Blue affiliation, while four new stations have been added since May—WWVA, Wheeling; WISH, Indianapolis; WHMA, Anniston, Ala.; WINC, Winchester, Va. In October, KQV, Pittsburgh, and WCBM, Baltimore, become Blue affiliates. Also in the last 13 weeks, nine Blue stations have completed major improvements, while more power and better frequencies have been authorized and are under construction for 27 Blue stations.

SHELL OIL Co., San Francisco, on Aug. 7 started *Shell Comes to the Party* on 7 CBS Pacific Coast and 2 Arizona stations, (KNX KARM KOIN KSFO KFPY KIRO KROY KOY KTUC), Thurs. 9:15-9:45 p. m. (PST). Agency: J. Walter Thompson Co., San Francisco.

HECKER PRODUCTS Corp., Chicago (flour and cereal division), on Sept. 8 starts *At Your Service* on 6 MBS stations, Mon., Wed., Fri., 12:15-12:30 p. m. Agency: Leo Burnett Co., Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Sept. 14 renews for 52 weeks on 28 NBC-Blue stations *The Moylan Sisters*, Sun., 5-5:15 p.m., and Olivio Santoro (Philadelphia Scrapple), Sun., 5:15-5:30 p. m. Agency: The Clements Co., Philadelphia.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (polishes), on Oct. 1 shifts *Hap Hazard* on 99 NBC-Red stations, Tues. 9:30-10 (EST) to an unnamed number of Red stations, Wed. 7:30-8 p.m. Agency: Needham, Louis & Brorby, Chicago.

FORD MOTOR Co., Dearborn, Mich., on Sept. 28 replaces *Ford Summer Hour* with *Ford Sunday Evening Hour* for 36 weeks on 56 CBS stations, Sun. 9-10 p. m. Agency: McCann-Erickson, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon), on Aug. 19 replaces for 52 weeks the transcribed musical series, *Twilight Trails*, on 32 Don Lee Pacific Coast stations, Tues., Thurs., Sat., 6:15-6:30 p.m. (PST), with John B. Hughes, News. Agency: Russel M. Seeds Co., Chicago.

WILLIAM R. MOORE, West Coast manager of Wm. Esty & Co., Hollywood, was in New York during mid-August conferring with agency executives on network programs.

for
INTENSIVE COVERAGE
of the
SOUTH'S 7th CITY
among the 100,000 or more group for per capita
effective buying income
use
KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Branham Co. — Representatives

Where But
WSYR
SYRACUSE
can you get
MORE than the
contract calls for?

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

LOWER COST
WINCHARGER
NEW GUYED
VERTICAL RADIATOR
Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section... designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for quotations on lighting equipment and complete tower erection costs.
APPROXIMATE COSTS
(Towers Only. Less Lighting Equipment, Erection, Etc.)
200 FT. TOWER $725.00
240 FT. TOWER $1720.00
300 FT. TOWER $2160.00
400 FT. TOWER $4175.00
WINCHARGER CORPORATION
SIOUX CITY IOWA
WRITE FOR COMPLETE DETAILS AND QUOTATIONS

ASCAP'S NEW TAKE ESTIMATED BY NAB

BASED on 1940 business, the NAB research department estimates the NBC-ASCAP payment plan, as applied to the whole industry, would have brought ASCAP $3,139,065. The estimates are broken down thus: Payments by all stations on spot and local time sales, $1,425,-709; payments on network payments to affiliates and M&O stations, $760,084; payments by networks on retained time sales less wire lines and sales commissions, $486,072; sustaining fees paid by networks ($200 per affiliate), $107,-200; sustaining fees paid by all stations (approximate), $360,000.

NBC's own estimates, also based on 1940 and supplying only to its own operations, show that the network fee (at 2¾%) would amount to $6?2,603, but it would recapture $281,188 from affiliates, making a total net payment of $351,415. The network sustaining license at $200 per station per year for 234 stations would run $46,800; M&O commercial licenses at 2¼%, $57,511; sustaining licenses, $39,768. The total cost of ASCAP to NBC is therefore figured at $495,494.

Second Quarter Checks Being Mailed by BMI

CHECKS covering sheet music and mechanical royalties only for the second quarter were being mailed last week by Broadcast Music Inc., which announced checks for air performances would be issued later this month. Each BMI composer is paid even though his song may only have sold one copy. Biggest hits for the quarter were: *My Sister and I, Walking By the River, Wise Old Owl, High on a Windy Hill, It All Comes Back to Me Now, You Walk By, G'Bye Now, Friendly Tavern Polka, So You're the One, Because of You,* and *I Give You My Word.*

Since BMI's last announcement July 21, 15 new stations have signed with the company bringing the total membership, excluding non-commercial stations, to 678. New subscribers are: WTNJ KBUR KFJB W43B W39B WISH KAVE WISR KHMO KWBW W71NY W45V KFPY KBWD and K45LA.

Douglas Oil Extends

DOUGLAS OIL & REFINING Co., Los Angeles, in mid-August contracted, on an eight-week basis, for 5 to 12 spot announcements weekly on 7 Washington stations. List includes KIRO KJR KMO KELA KIT KVOS KPQ. This supplements its Southern California heavy spot announcement schedule on KNX KFI KMPC KFAC KFXM KXO KTKC. H. W. Kastor & Sons, Chicago, has the account.

More for Tek

JOHNSON & JOHNSON, New Brunswick (Tek toothbrushes), on Aug. 18 is to add 15 new markets to its schedule of chain-break announcements, making a total of 50 stations now plugging Tek. New contracts, calling for 10 announcements weekly, run through Nov. 30. Ferry-Hanly, New York, handles the account.

Drawn for BROADCASTING by Sid Hix

"It's Some Survey Outfit. They Want to Know 'To What Station Am I Listening?'"

NBC-ASCAP Pact Being Drawn

(*Continued from page 10*)

contract with any other network, and that only after that date will MBS be entitled to the new terms.

The fact that a dispute, albeit a minor one, over the interpretation of the contract between ASCAP and MBS has arisen before the contract has been operative three months, is cited as sufficient reason for the delay in completion of the NBC-ASCAP contract, as this time both sides want all possible points of issue to be ironed out before rather than after the contract has been signed. Such care was admittedly not taken in the drafting of the Mutual contract, which was rushed through in an effort to get the deal approved and into effect before the NAB convention.

ASCAP-BMI Suit

ASCAP took its first action on the suit of BMI and Edward B. Marks Music Corp. to determine the ownership of performing rights in music written by ASCAP members and published by Marks last week, when it filed two motions with the New York Supreme Court. First ASCAP motion asked that BMI be eliminated from the suit as "not a proper plaintiff", and the other asked for the dismissal of the second cause of action, involving both ASCAP and non-ASCAP members, which ASCAP claims does not name the proper defendants.

Hearing on the motions will be Aug. 18. BMI's official comment on them was:

"They are the usual ones made in cases of this kind and in this instance we feel they are totally without merit." General opinion is that ASCAP is doing whatever it can to stall the suit as long as possible, in the hope that it may be dropped before trial, as defending its writer members will force ASCAP to oppose the interests of its publisher members, placing the Society in an embarrassing position.

* * *

Craney Lashes Deal

ANOTHER vigorously outspoken onslaught against the NBC-ASCAP deal was launched Aug. 13 by Ed Craney, operator of KGIR, Butte, who insists the deal is a violation of the principle laid down against percentage-of-gross payments.

Replying to comments published in the Aug. 11 BROADCASTING, in which ASCAP was quoted as stating "there is no monetary victory for ASCAP in the new arrangement" and NBC officials were represented as maintaining that "the financial terms of the deal, representing a substantial reduction from prior radio payments to ASCAP, are generally conceded to constitute a decisive victory for the broadcasters" and that "it is extremely unlikely that any better one can be obtained", Mr. Craney telegraphed BROADCASTING:

Principle Not Dollars

"If broadcasters have been fighting only for a dollars-and-cents deal, they lost the battle when it was begun nine years ago. Unless the principle of payment of percentage-of-gross is abolished, the howl that the nets have made through BMI to give opportunity to the unknown composer is dead.

"Does the mere saving of 2.1% of gross, the difference between 5% and 2.9%, lull the broadcaster of 1932? The principle has not changed. What is there to stop ASCAP from upping the price nine years from now? It is doubtful if the Dept. of Justice will step in when they find the 1941 fiasco was only a money deal and not to change the principle. Civil action probably wouldn't be countenanced. Criminal action might, or possibly it is time to worry about Government ownership.

"If the networks want to contract for music on a blanket percentage-of-gross basis, then them do so. Let them sell stockholders short. Let them ASCAP for music they don't their news, sports, BMI etc. grams, but be sure they are ing their own money when make such deals. Don't let take the independent broadc along with them. If they do, your fight since 1932 has be vain. You have lost both a cial and a moral victory.

"Don't ever let anyone tell that you don't have to keep of the music you play when have a blanket license. You possibly play 200 numbers a and infringement is worth $25 go ahead and infringe if you afford to do so.

Pay for Use

"Have you been fighting your music for less money? If have, you have been licked from start. If you don't want to pay music, then play public dom music; it costs you nothing.

"If you have been fighting the right to pay for music when use it, fighting for the right have money so you can pay for Brown's music when you play music, fighting for the right to a free and open music market can buy from, then stick to it don't get another 1932 deal around your neck just becaus means a few dollars less for time being.

"Say and mean it when you you have no objection to paying the use of music. The rate or p means nothing to you.

"If a copyright owner places rate too high, you don't have to his music. If he places it too you will use his music and he make anything out of the deal.

Free Music Market

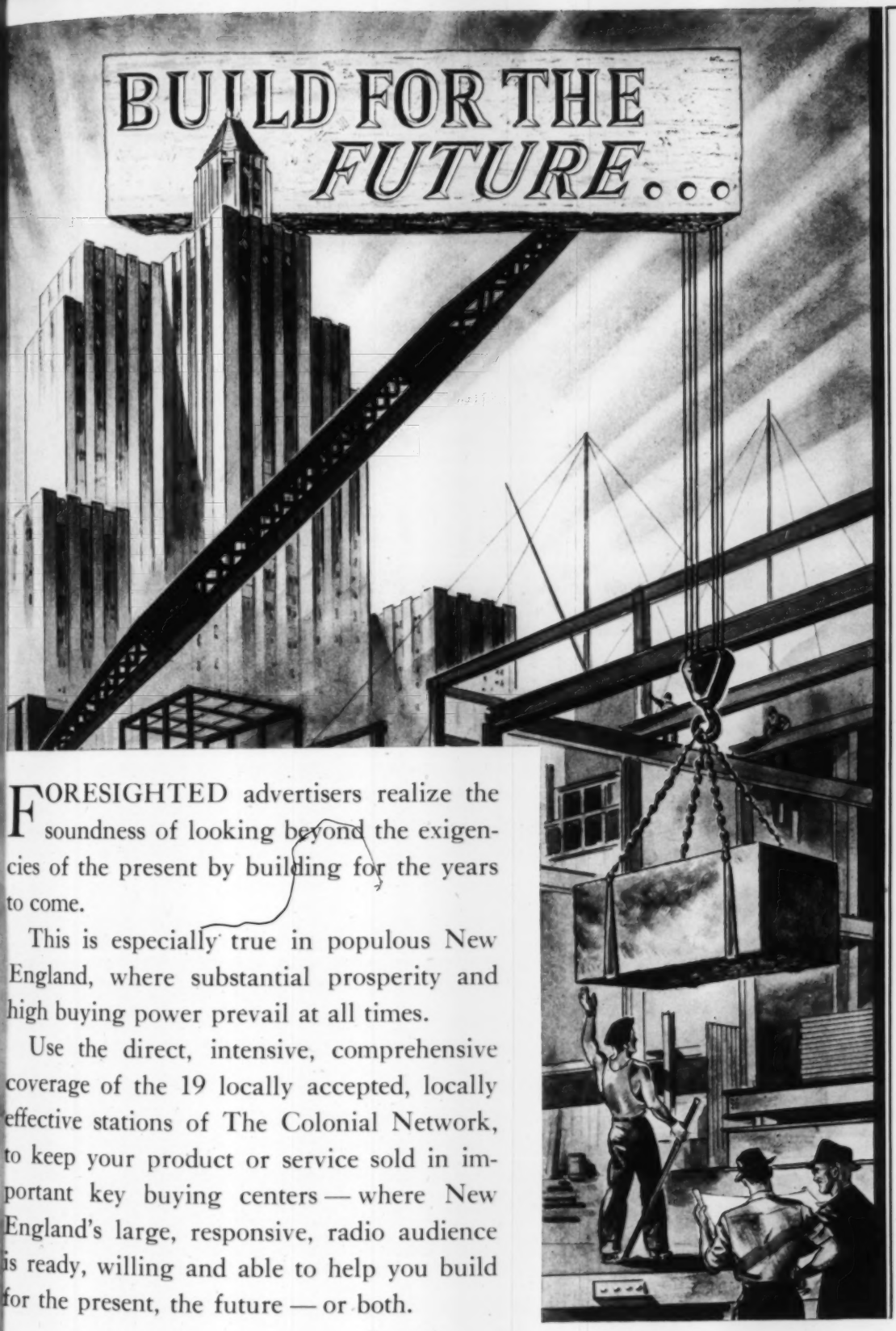
"Some place a happy medium to be found; some place he and will both be satisfied and both

"It is the broadcasters' duty the American public to insure free music market so he can bro cast music of not a single group of many groups of copyright ers. Read the ASCAP and consent decrees. You have chair pulled up and your feet on the table. Don't let the other low do all the dealing and cut for you. If you are going to in this game and bet you money it, then exercise the rights you entitled to."

New KTOK Manager

TED McCORKHILL, for the two years district manager of thur H. Haag & Associates, ne paper representatives who represent a group of Oklahoma tions, has been appointed mana of KTOK, Oklahoma City, by old V. Hough, president of the tion. He succeeds Kenyon Douglas.

EDITH MEISER, New York writer and actress, plays second nine lead in the Paramount pict "Glamour Boy". She also has major role in the Columbia film, West, Young Lady", featuring Singleton.



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